



# **PUBLIC DISCLOSURE STATEMENT**

LEXUS AUSTRALIA  
LEXUS UX 300E CAMPAIGN LAUNCH  
APRIL-NOVEMBER 2021

PRE-EVENT REPORT

Australian Government  
**Climate Active**  
**Pre-event Public Disclosure Statement**  
Large event



An Australian Government Initiative



NAME OF RESPONSIBLE ENTITY: Lexus Australia

EVENT NAME: Lexus UX 300e Campaign Launch

EVENT DATE(S): 1 April 2021 to 30 November 2021

**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

15/10/21

Name of Signatory

ADAM SMITH

Position of Signatory

GENERAL MANAGER - LEXUS AUSTRALIA

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

Public Disclosure Statement documents are prepared by the submitting organisation. The material in Public Disclosure Statement documents represents the views of the organisation and do not necessarily reflect the views of the Commonwealth. The Commonwealth does not guarantee the accuracy of the contents of the Public Disclosure Statement documents and disclaims liability for any loss arising from the use of the document for any purpose.

Version number May 2021

## 1. Carbon neutral information

For some of the events in the portfolio, the Climate Active event calculator was used to prepare this carbon inventory, which is based on the *Climate Active Carbon Neutral Standard for Events*. For others, estimates of activity data collected from previous occurrences of this event has informed the preparation of this carbon inventory.

### Event introduction

Lexus Australia has set out to achieve carbon neutrality for its marketing launch of the all-new fully electric UX 300e. The certification covers relevant activities for the Australian launch of Lexus' UX300e EV under a large 'portfolio of events' pathway between March and December 2021. These activities take place in the months leading up to the launch of the vehicle in November 2021 across Australia. At this time, approximately 3,000 guests are expected to attend across the events, with events taking place across Australia, with the majority of events occurring in Melbourne and Sydney. As such, this certification encompasses a wide spectrum of campaign components such as creative, asset production events, sponsorship and execution as well as the management and attendance thereof. Participation is covered for all participants, including Lexus team members, external contractors within the agencies and on-site attendees.

The campaign components that make up the UX300e include:

- Office based work including Lexus team and various agencies
- Melbourne Cup Carnival (including Landmark building)
- Melbourne Cup Tour
- Dealer Meetings
- PR Events
- Customer Events
- Shopping Centre Activations
- Asset production (TV and Stills)
- Press fleet
- Media executions

No aspect of this launch and events have been certified carbon neutral before, making Lexus Australia the first to achieve this milestone, in hopes it will inspire and encourage others to follow.

## 2. Emissions reduction measures

In alignment with launching an EV, Lexus is taking responsibility to reduce emissions and encourage the participating agencies involved in the launch to do the same. Anticipated areas of high carbon intensity and advice and briefings on how to run low carbon events have been provided to participating agencies and Lexus and participating agencies are investigating feasibility and implementation of various emission reduction measures.



Overseas model shown.

### 3. Emissions boundary

#### **Quantified**

##### ***Office-based work:***

Business travel - Ground (incl meetings, flights, accommodation)

Staff commuting

Waste and recycling

Water usage

Electricity

##### ***Melbourne Cup Carnival:***

Materials

Construction activities of Landmark bldg.

Event - Participant travel - Ground (incl shuttles), flights, accommodation

Event - Food and drink

Event – Waste and recycling

Event – Water usage

Decommissioning activities of Landmark bldg.

##### ***Events:***

Participant travel - Ground (general and Lexus fleet), flights and accommodation

Food and drink

Paper & printing

Waste and recycling

Water usage

##### ***Asset Production:***

Participant travel – Ground, flights and accommodation

##### ***Executions:***

Media spend

##### ***Press Fleet***

Electricity (vehicle charge)

Fuel (if applicable)

#### **Non-quantified**

##### ***Across all campaign components:***

Food waste

Event preparation

#### **Excluded**

n/a

## Non-quantified sources

- Food waste was non-quantified due to immateriality (less than 1%) and event preparation was non-quantified due to not cost effective relative to the size of the inventory, and a 10% uplift was applied to the entire inventory

## 4. Emissions summary

Table 1 Emissions summary

Emission source category	tonnes CO <sub>2</sub> -e
Construction Materials and Services	1112.5
Professional Services	974.8
Air Transport	349.2
Electricity	161.0
Accommodation and facilities	125.2
Food	123.9
Land and sea transport	81.6
Office equipment and supplies	28.6
Products	26.5
Water	18.0
Horticulture and Agriculture	15.2
Waste	12.1
ICT services and equipment	0.9
<b>Total tCO<sub>2</sub>-e</b>	3030
Uplift factor (as a %) OR	10%
<b>Total tCO<sub>2</sub>-e + uplift factor</b>	3333

*This uplift factor covers all emission sources from all of the campaign components.*

## 5. Carbon neutral products

No carbon neutral products were used during this event during this reporting period at the time of the pre-event statement.

## 6. Data collection

Table 2 Data collection

Emission source	Data collection method	Assumptions
Construction Materials and Services	Estimates based on previous similar events, collected from the Lexus team and agencies involved in the events. Emissions from construction materials and services are significant due to the estimated size of the Lexus Landmark at the Melbourne Cup. Variations in the post-event true up, for example as a result of COVID-19 restrictions changing the scope of the Lexus Landmark at the Melbourne Cup, may have a material impact on the overall carbon account.	Types of construction materials and services were assumed. This assumption was conservative in the types of construction materials assumed with a higher emission factor.
Professional Services	Lexus estimates. Emissions from professional services are significant due to the overall size of the Lexus UX 300e campaign. Variations in the post-event true up, for example as a result of COVID-19 restrictions impacting the scale of the campaign, may have a material impact on the overall carbon account.	n/a
Air Transport	Lexus and agencies provided estimates for their flights, events calculator used for portfolio of events.	n/a
Electricity	The electricity calculator was used for Lexus and agency electricity and events calculator used for portfolio of events. Electricity emissions are significant due to the number and size of events captured under this certification. Variation in the post-event true up, for example as a result of COVID-19 restrictions, may have a material impact on the overall carbon account.	Conservative space occupied was estimated for both FTE staff working on events as well as for the portfolio of events.
Accommodation and facilities	Estimates were provided by Lexus and agencies involved in the events. Emissions from accommodation and facilities are significant due to the number and size of events captured under this certification. Variation in the post-event true up, for example as a result of COVID-19 restrictions, may have a material impact on the overall carbon account.	Assumed 5 star hotel for any guests of event and 4 star hotel for Lexus and agency staff. This approach is conservative in that agencies might choose more economical options for their staff.
Food	Agencies provided estimates for events.	Assumed spend was split 50/50 between food and drinks



Emission source	Data collection method	Assumptions
Land and sea transport	Lexus and agencies provided estimates and events calculator was used for portfolio of events.	n/a
Office equipment and supplies	Agencies provided estimates.	n/a
Products	Lexus provided estimates.	n/a
Water	Lexus and agencies provided estimates for FTE and hours spent on campaign.	For office based activities, assumed 2.27 L/square meter/day as average daily use by property type. Same assumption as electricity for m <sup>2</sup> occupied.
Horticulture and Agriculture	Estimates based on previous similar events, collected from the Lexus team and agencies involved in the events.	n/a
Waste	Events calculator used for portfolio of events, for office based activities Lexus and agencies provided FTE estimates for campaign work.	For office based activities, 200kg/FTE/year for commercial waste and 80/kg/FTE/year for recycling waste.
ICT services and equipment	Estimates based on previous similar events, collected from the Lexus team and agencies involved in the events.	n/a

## 7. Eligible offset units

Offsets summary

**Table 3: Offsets summary**

Project description	Type of offset units	Registry	Date retired	Serial number (and hyperlink to registry transaction record)	Vintage	Quantity (tonnes CO2-e)
KACCU-AUS-WALFA2	ACCUs	ANREU	29/07/2021	3,800,458,821- 3,800,460,420	2019-20	1,600
KACCU-AUS-Wongalee Mervyndale & Rundalua HIR	ACCUs	ANREU	29/07/2021	3,789,905,888 - 3,789,906,197	2019-20	310 sub units
KACCU-AUS-Wongalee Mervyndale & Rundalua HIR	ACCUs	ANREU	29/07/2021	3,789,920,059 - 3,789,920,368	2019-20	310 sub units
KACCU-AUS-Wongalee Mervyndale & Rundalua HIR	ACCUs	ANREU	29/07/2021	3,789,909,771 - 3,789,910,017	2019-20	867 (247 sub units)
KACCU-AUS-Lynwood Human-Induced Regeneration Project	ACCUs	ANREU	29/07/2021	3,792,530,132 - 3,792,530,997	2019-20	866
<b>Total offsets cancelled</b>						<b>3,333</b>

Offset projects – co-benefits

EXTRAORDINARY IMPACT

OFFSET PROJECT  
CATEGORY OVERVIEW

Arnhem Land in the Northern Territory is prone to extreme, devastating wildfires that affect the landscape, people, plants and animals. These projects are owned exclusively by Aboriginal people with custodial responsibility for those parts of Arnhem Land under active bushfire management. Local rangers conduct controlled burns early in the dry season to reduce fuel on the ground and establish a mosaic of natural firebreaks, preventing bigger, hotter and uncontrolled wildfires later in the season.

The projects provide employment and training opportunities for local rangers while supporting Aboriginal people in returning to, remaining on and managing their country. Communities are supported in the preservation and transfer of knowledge, the maintenance of Aboriginal languages and the wellbeing of traditional custodians.

The project meets the following Sustainable Development Goals



COOL FIRE  
- AUSTRALIA -



EXTRAORDINARY IMPACT

OFFSET PROJECT  
CATEGORY OVERVIEW

Located in New South Wales and Queensland, these carbon farming projects work with landholders to regenerate and protect native vegetation. The projects help improve marginal land, reduce salinity and erosion and provide income to farmers. Widespread land clearing has significantly impacted local ecosystems. This degradation and loss of plant species threatens the food and habitat on which other native species rely. Clearing allows weeds and invasive animals to spread and affects greenhouse gas emissions.

The project areas can harbour a number of indigenous plant species which provide important habitat and nutrients for native wildlife. By erecting fencing and actively managing invasive species, these projects avoid emissions caused by clearing and achieve key environmental and biodiversity benefits.

The projects meet the following Sustainable Development Goals



BRINGING BUSH BACK  
- AUSTRALIA -




## 8. Use of certification trade mark

Table 4: Trade mark register

Description where trademark used	Logo type
Television Commercial	Certified event
Online Video	Certified event
Out Of Home	Certified event
Digital Display	Certified event
Press / Magazine	Certified event
Radio / Spotify / Podcasting	Certified event
Point of Sale – Pull Up Banners, Window Decals, Stickers	Certified event
CRM – eDMs, Direct Mail	Certified event
Social Media	Certified event
Website (national & Dealer network) – <a href="http://www.lexus.com.au">www.lexus.com.au</a>	Certified event
Website - <a href="https://www.flemington.com.au">https://www.flemington.com.au</a>	Certified event
Lexus App	Certified event
Lexus Virtual Showroom	Certified event
Press Release	Certified event
Event Invitations – Melbourne Cup Carnival	Certified event
Merchandise	Certified event
Display activation	Certified event

## 9. Screenshot of offset registry


**Australian National Registry of Emissions Units**

ANREU Home

Account Holders

Accounts

Unit Position Summary

Projects

Transaction Log

CER Notifications

Public Reports

My Profile

Logged in as: Andrew Grant / Industry User

### Transaction Details

Transaction details appear below.

**Transaction Successfully Approved**

**Transaction ID** AU19305

**Current Status** Completed (4)

**Status Date** 29/07/2021 16:45:08 (AEST)  
29/07/2021 06:45:08 (GMT)

**Transaction Type** Cancellation (4)

**Transaction Initiator** Grant, Andrew William Thorold

**Transaction Approver** Grant, Andrew William Thorold

**Comment** Retired on behalf of Lexus Australia for its launch campaign of the UX 300e.

**Transferring Account**

**Account Number** AU-2734

**Account Name** Tasman Environmental Markets Pty Ltd

**Account Holder** Tasman Environmental Markets Pty Ltd

**Acquiring Account**

**Account Number** AU-1066

**Account Name** Australia Voluntary Cancellation Account

**Account Holder** Commonwealth of Australia

**Transaction Blocks**

Party	Type	Transaction Type	Original CP	Current CP	ERF Project ID	NGER Facility ID	NGER Facility Name	Safeguard	Kyoto Project #	Vintage	Expiry Date	Serial Range	Quantity
AU	KACCU	Voluntary ACCU Cancellation			<a href="#">EQE100945</a>					2019-20		3,800,458,821 - 3,800,460,420	1,600
AU	KACCU	Voluntary ACCU Cancellation			<a href="#">ERF101634</a>					2019-20		3,789,905,888 - 3,789,906,197	310
AU	KACCU	Voluntary ACCU Cancellation			<a href="#">ERF101634</a>					2019-20		3,789,920,059 - 3,789,920,368	310
AU	KACCU	Voluntary ACCU Cancellation			<a href="#">ERF101634</a>					2019-20		3,789,906,771 - 3,789,910,017	247
AU	KACCU	Voluntary ACCU Cancellation			<a href="#">ERF101288</a>					2019-20		3,792,530,132 - 3,792,530,997	866