



# **PUBLIC DISCLOSURE STATEMENT**

**SENSIS PTY LTD**

**PRODUCT CERTIFICATION  
FY2020–2021**


Australian Government

# Climate Active Public Disclosure Statement



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Sensis Pty Ltd
REPORTING PERIOD	Financial year 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>DocuSigned by:    91CC5270BD29482...</p> <p>John Allan  CEO  16-Dec-21</p>



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

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Version September 2021. To be used for FY20/21 reporting onwards.



1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	12,390 tCO2-e
THE OFFSETS BOUGHT	100% CERs
RENEWABLE ELECTRICITY	20%
TECHNICAL ASSESSMENT	No Technical Assessment in 2021. Most recent Technical Assessment: (October 2020, Joshua Martin, EY) Next technical assessment due: October 2023

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## 2. CARBON NEUTRAL INFORMATION

### Description of certification

This carbon neutral certification covers the following products:

- Yellow Pages® and White Pages® print directories
- Yellow Pages® and White Pages® digital directories

*“We’re serious  
about minimising the  
environmental  
impact of our  
products”*

### Organisation description

Sensis is a marketing services company. In March 2021 Sensis was purchased by Thryv from Platinum Equity and Telstra, although the trading name remained the same throughout the FY21 reporting period.

Sensis products and services include:

- Yellow Pages® and White Pages® print and digital directories
- Whereis® online mapping service
- TrueLocal® online directory of Australian businesses listing search results by relevance and location
- Skip online ordering app (100% stake sold in March 2020)

This carbon neutral certification is specific to the Yellow Pages® and White Pages® print and digital directories, under the Climate Active Products & Services Standard.

Note: In order to understand the carbon footprint of both the physical and digital options, the print and online sub-categories were treated as two separate life cycle assessments ('LCAs') that were then totaled for the purpose of establishing a combined product carbon inventory and for calculating the required greenhouse gas ('GHG') emissions offsets.

### Product/Service description

The functional units of the two LCAs were:

- **Printed directories** - all Yellow Pages and White Pages printed directories manufactured and delivered throughout Australia during the 1 July 2020 to 30 June 2021 (FY21) financial year.
- **Online directories** - all Yellow Pages and White Pages online directory searches conducted during the FY21 financial year.

The LCA represents a cradle to grave process and is for full coverage. Overall impacts can also be normalised into a “per printed directory” or “per online search” impact. However, given the difficulty in comparing the equivalence between one printed book and a given number of online searches, this was not the primary goal of the LCA.

## 3.EMISSIONS BOUNDARY

### 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.

There were no attributable emissions that were not quantified in this inventory.

Further detail is available at Appendix B.

### Outside the emissions boundary

**Non-attributable** emissions have been assessed as not attributable to a product or service. They can be **optionally included** in the emissions boundary and therefore have been offset, or they can be listed as outside of the emissions boundary (and are therefore not part of the carbon neutral claim). Further detail is available at Appendix C.

The emission sources in the boundary diagram below are as per the emissions categories in the emission summary table (in section 4).

## Inside emissions boundary

### Quantified

Printed Directories - Design - Air Travel

Printed Directories - Design - Fleet vehicles

Printed Directories - Design - Building energy and refrigerants

Printed Directories - Design - Office paper usage

Printed Directories - Design - Waste & recycling

Printed Directories - Design - Server materials & energy

Printed Directories - Creation - Printing energy

Printed Directories - Creation - Printing waste & recycling

Printed Directories - Creation - Directory disposal & recycling

Printed Directories - Creation - Transport from manufacturer

Printed Directories - Distribution - Transport from printer

Printed Directories - Distribution - Interstate freight distribution

Printed Directories - Distribution - Local delivery to homes

Printed Directories - Distribution - Directory disposal & recycling

Online Directories - Design - Air Travel

Online Directories - Design - Fleet vehicles

Online Directories - Design - Building energy and refrigerants

Online Directories - Design - Office paper usage

Online Directories - Design - Waste & recycling

Online Directories - Creation - Server materials and energy

Online Directories - Distribution - Transmission via internet

Online Directories - Distribution - Customer printing and disposal

Online Directories - Distribution - Customer device use

Online & Print Directories - Electricity use (buildings, servers, and consumer devices)

Online & Print Directories – Employee commuting and work from home

### Non-quantified

Nil

## Outside emission boundary

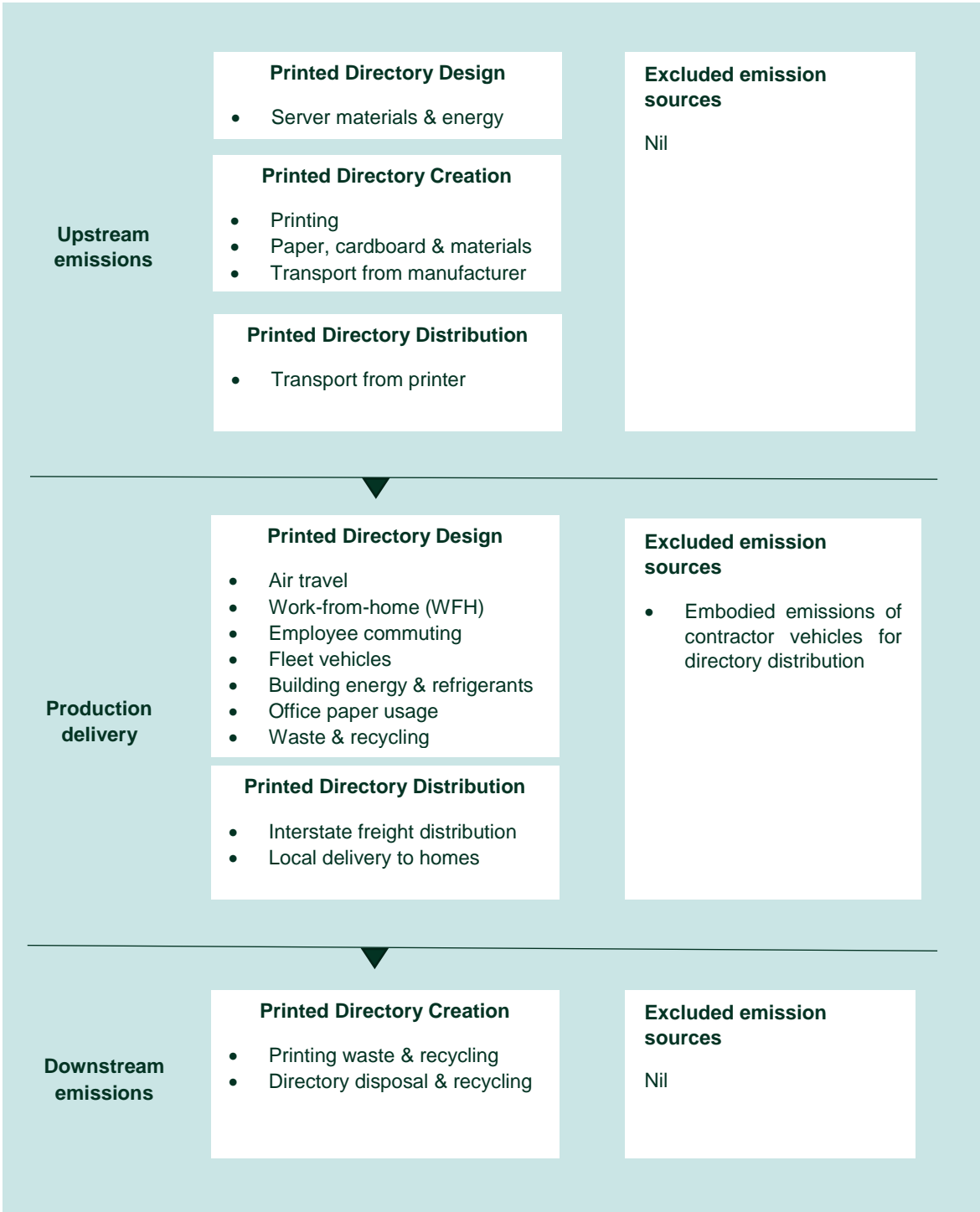
### Non-attributable

Embodied emissions of customer devices

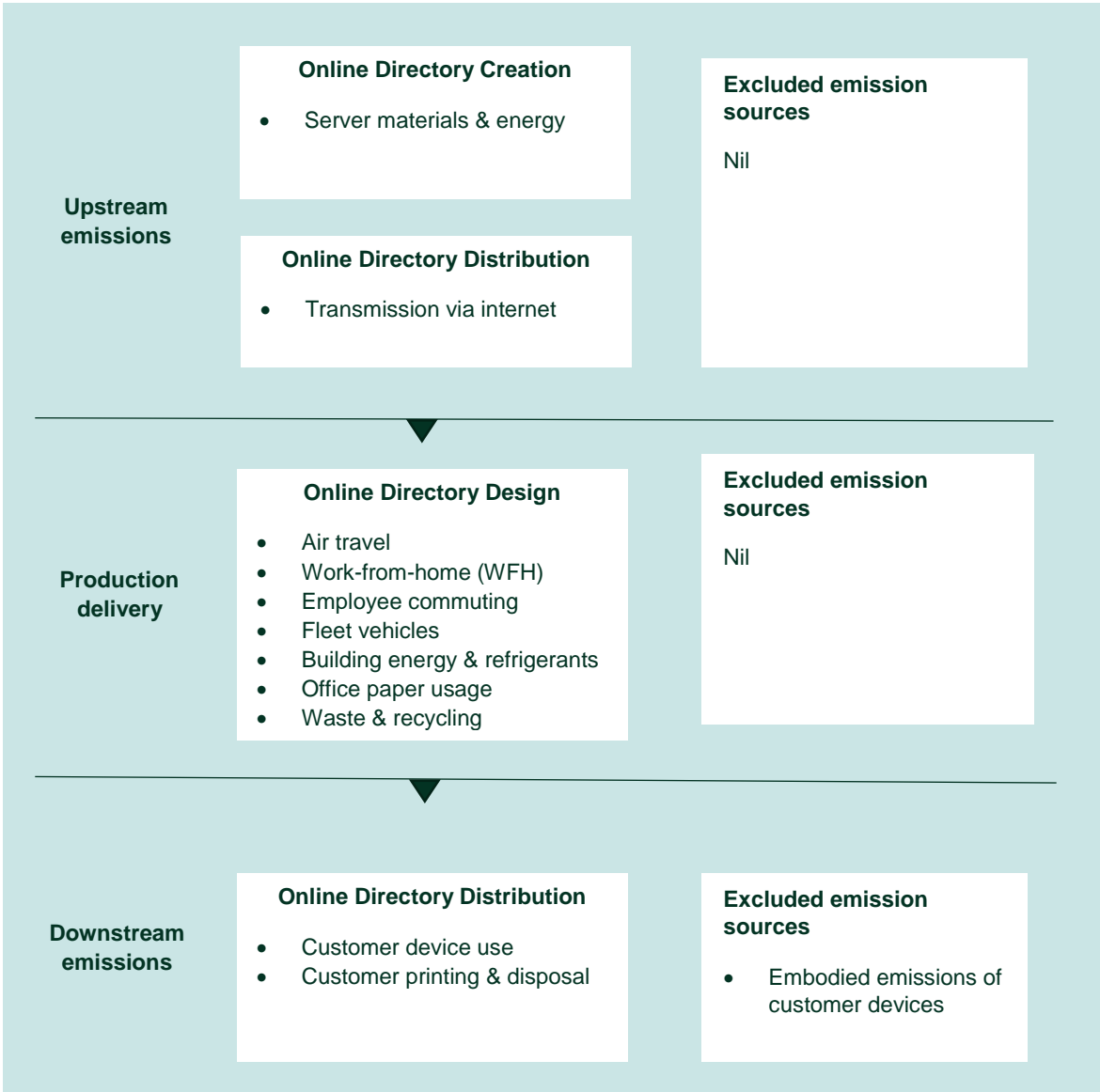
Embodied emissions of distribution vehicles

Product process diagrams

Printed directories



Online directories





## **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

Sensis has maintained the carbon neutral status of its Yellow and White Pages directories since 2010, in support of its overall environmental policy to:

- Integrate environmental management into our everyday operations
- Improve our environmental efficiency and core sustainability
- Help our supply chain reduce their carbon footprint where possible

Our wider sustainability initiatives and commitments can be found [here](#).

Current measures taken by Sensis to reduce its carbon footprint include:

- Introduction of work from anywhere policy in FY22, by closing all fixed office locations across Australia. With the overall view to reduce the need for these spaces and limit their environmental impact.
- A yearly review of our distribution supply chain and circulation of print material by market to reduce waste while also delivering information and services to Sensis' target market.
- A yearly review of the content published within the directory to minimise redundant information.
- Supporting a transition of servers to increasingly shared services to reduce service duplication and inefficiencies.
- In accordance with our current Australian Packaging Covenant Organisation (APCO) targets Sensis will remove all bio-degradable plastic and implement recyclable plastic and recycled content plastic.

### Emissions reduction actions

Please refer to the Emissions Reduction Strategy for a summary of activities that commenced in FY21 as well as planned future activity.

## 5.EMISSIONS SUMMARY

### Emissions over time

The below table outlines the comparison of emissions over time for Sensis.

Emissions since base year			
		Total tCO <sub>2</sub> -e	Emissions intensity of the functional unit
Base year:	2008–2009	178,632	NA
Year 2:	2010–11	96,737	NA
Year 3:	2011-2012	65,319	NA
Year 4:	2012-2013	54,009	NA
Year 5:	2013-2014	52,943	NA
Year 6:	2014-15	42,650	NA
Year 7:	2015-2016	32,072	NA
Year 8:	2016-2017	25,410	NA
Year 9:	2017-2018	22,427	NA
Year 10:	2018-2019	20,019	NA
Year 11:	2019-2020	15,347	NA
Year 12:	2020-2021	12,390	NA

### Significant changes in emissions

The below table outlines the key movements between FY20 and FY21. Emission sources have been included that saw a variance of 5% or greater and represent 5% or more of the overall inventory.

Emission source name	Current year (tCO <sub>2</sub> -e and/ or activity data)	Previous year (tCO <sub>2</sub> -e and/ or activity data)	Detailed reason for change
Print Directories: Paper and coverboard - Core - Paper (UPM) - Virgin paper content manufactured (t)	3,409	4,496	Organic reduction in services. This indicates a 24% drop which is consistent with the overall reduction in books produced (and size of books) over the reporting period. This is reflective of the declining trend in the organisation's size and market share, with significant movement away from print based media in the current market.
Electricity	1,235	557	In prior years base building electricity usage had been included as a separate 'bespoke' line item in the inventory. In FY21 this value has been included in the overall electricity calculation using Climate Active's Electricity Calculator
Print Directories: Paper and coverboard - Core - Paper (UPM) - Recycled paper content manufactured (t)	1,044	1,377	Organic reduction in printed directories. See above.
Print Directories: Print	953	1,253	Organic reduction in printed

consumables - Core (paper printing) - Solid waste to landfill (t)			directories. See above..
Print Directories: Printer Energy - Core Singapore (printing) - Electricity Singapore (kWh)	911	1,198	Organic reduction in printed directories. See above.
Print Directories: Printer consumables - Core (paper printing) - Toner (t)	853	1,106	Organic reduction in printed directories. See above.
Print Directories: Paper transport - Core paper - UPM (Finland) to: Singapore Printer - Ocean transport (t.km)	721	951	Organic reduction in printed directories. See above.

## Use of Climate Active carbon neutral products and services

Nil

## Product/Service emissions summary

The below table summarises the relevant attributable processes contributions to the FY21 emissions inventory.

Stage	tCO2-e
Online & Print Directories - Electricity use (buildings, servers, consumer devices)	1,235
Online & Print Directories - Employee commute & WFH emissions*	184
Online Directories - Creation - Server materials and energy	7
Online Directories - Design - Air Travel	17
Online Directories - Design - Building energy and refrigerants	<1
Online Directories - Design - Fleet vehicles	3
Online Directories - Design - Office paper usage	<1
Online Directories - Design - Waste & recycling	5
Online Directories - Distribution - Customer device use	463
Online Directories - Distribution - Customer printing and disposal	107
Printed Directories - Design - Air Travel	385
Printed Directories - Creation - Paper, cardboard & materials	5,273
Printed Directories - Creation - Printing energy	911
Printed Directories - Creation - Printing waste & recycling	2,022
Printed Directories - Creation - Transport from manufacturer	772
Printed Directories - Design - Building energy and refrigerants	<1
Printed Directories - Design - Fleet vehicles	3

Printed Directories - Design - Office paper usage	<1
Printed Directories - Design - Server materials & energy	8
Printed Directories - Design - Waste & recycling	<1
Printed Directories - Distribution - Directory disposal & recycling	498
Printed Directories - Distribution - Local delivery to homes	224
Printed Directories - Distribution - Transport from printer	273
Emissions intensity per functional unit	12,390 tCO <sub>2</sub> -e
Number of functional units to be offset	1**
Total emissions to be offset	12,390 tCO <sub>2</sub> -e

\* The employee commuting calculation used Climate Active's Staff Commute Calculator, assuming 100% of staff (based on FTE) were commuting to work. This was offset through use of Result B output obtained from Climate Active's WFH Calculator which accounts for reduced commuting (as a negative emission) in its calculation of WFH emissions. Both numbers have been presented together as a net figure given one directly offsets the other.

\*\* Note: The reference unit is a combination of the two functional units that are the basis of the LCA: (i) all Yellow Pages and White Pages printed directories manufactured and delivered throughout Australia during FY21 and (ii) all Yellow Pages and White Pages online directory searches conducted during FY21

No non-quantified emission sources were included in the carbon inventories for printed and online directories and therefore no uplift factors were required.

## 6. CARBON OFFSETS

### Offsets strategy

#### Offset purchasing strategy: In arrears

1.	Total offsets previously forward purchased and banked for this report	52.9
2.	Total emissions liability to offset for this report	12,390 tCO <sub>2</sub> -e
3.	Net offset balance for this reporting period	12,337.1 tCO <sub>2</sub> -e
4.	Total offsets to be forward purchased to offset the next reporting period	52.9 tCO <sub>2</sub> -e
5.	Total offsets required for this report	12,390 tCO <sub>2</sub> -e

### Co-benefits

In addition to the GHG emission reductions associated with the Inner Mongolia Shangdu Changshengliang Wind Farm Project, additional benefits stated in the Clean Development Mechanism Project Design Form for the project include:

- Generation of local employment opportunities
- Local economic improvement as a result of tax revenues through the sale of generated power.

## 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 <sub>2</sub> -e)	Quantity used for previous reporting periods	Quantity banked for future reporting periods	Quantity used for this reporting period claim	Percentage of total (%)
Inner Mongolia Shangdu Changshengliang Wind Farm Project	CER	ANREU	19 Oct 2021	<a href="#">1,068,198,497-1,068,210,886</a>	2020	12,390	0	0	12,390	100%
Wind farm project by Guohua Bayannaoer (Wulate Zhongqi) Wind Power Co. China	VCU	Verra	27 Oct 2020	<a href="#">7614-411898721-411914120-VCU-034-APX-CN-1-1200-21012014-31122014-0</a>	2014	15,400	15,347.1	52.9	0	0%
<b>Total offsets retired this report and used in this report</b>									12,390	
<b>Total offsets retired this report and banked for future reports</b>								52.9*		
Type of offset units		Quantity (used for this reporting period claim)					Percentage of total			
Certified Emissions Reductions (CERs)		12,390					100%			

\* 52.9 CER offset units were retired and carried over from the FY20 reporting period. These credits were not used in FY21 and will be banked for next year's carbon neutral claim.

## 7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

### **Renewable Energy Certificate (REC) Summary**

No RECs have been surrendered to reduce electricity emissions during the reporting period.



## APPENDIX A: ADDITIONAL INFORMATION

N/A

## APPENDIX B: ELECTRICITY SUMMARY

Electricity emissions are calculated using a market-based approach.

### 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.

#### Market-based approach summary

Market-based approach	Activity data (kWh)	Emissions (kgCO <sub>2</sub> -e)	Renewable % of total
Behind the meter consumption of electricity generated	0	0	0%
<b>Total non-grid electricity</b>	<b>0</b>	<b>0</b>	<b>0%</b>
LGC purchased and retired (kWh) (including PPAs & Precinct LGCs)	0	0	0%
GreenPower	21,098	0	1%
Jurisdictional renewables (LGCs retired)	0	0	0%
Jurisdictional renewables (LRET) (applied to ACT grid electricity)	0	0	0%
Large Scale Renewable Energy Target (applied to grid electricity only)	273,531	0	19%
Residual electricity	1,150,714	1,234,808	0%
<b>Total grid electricity</b>	<b>1,445,343</b>	<b>1,234,808</b>	<b>20%</b>
<b>Total electricity consumed (grid + non grid)</b>	<b>1,445,343</b>	<b>1,234,808</b>	<b>20%</b>
Electricity renewables	294,629	0	
Residual electricity	1,150,714	1,234,808	
<b>Exported on-site generated electricity</b>	<b>0</b>	<b>0</b>	
Emission footprint (kgCO <sub>2</sub> -e)		1,234,808	

<b>Total renewables (grid and non-grid)</b>	<b>20.38%</b>
<b>Mandatory</b>	<b>18.93%</b>
<b>Voluntary</b>	<b>1.46%</b>
<b>Behind the meter</b>	<b>0.00%</b>
<b>Residual electricity emission footprint (tCO<sub>2</sub>-e)</b>	<b>1,235</b>

Figures may not sum due to rounding. Renewable percentage can be above 100%

**Location-based approach summary**

Location-based approach	Activity data (kWh)	Emissions (kgCO <sub>2</sub> -e)
ACT	0	0
NSW	484,093	435,684
SA	0	0
Vic	961,250	1,047,762
Qld	0	0
NT	0	0
WA	0	0
Tas	0	0
<b>Grid electricity (scope 2 and 3)</b>	<b>1,445,343</b>	<b>1,483,446</b>
ACT	0	0
NSW	0	0
SA	0	0
Vic	0	0
Qld	0	0
NT	0	0
WA	0	0
Tas	0	0
<b>Non-grid electricity (behind the meter)</b>	<b>0</b>	<b>0</b>
<b>Total electricity consumed</b>	<b>1,445,343</b>	<b>1,483,446</b>
<b>Emission footprint (tCO<sub>2</sub>-e)</b>	<b>1,483</b>	

**Climate Active carbon neutral electricity summary**

Carbon neutral electricity offset by Climate Active product	Activity data (kWh)	Emissions (kgCO <sub>2</sub> -e)
NA	0	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**

No non-quantified emission sources were included in the emissions boundary.

### **Excluded emission sources**

No attributable emission sources were excluded from the emissions boundary.

## APPENDIX D: OUTSIDE EMISSION BOUNDARY

Non-attributable emissions have been assessed as not attributable to a product or service (do not carry, make or become the product/service) and are therefore not part of the carbon neutral claim. To be deemed attributable, an emission must meet two of the five relevance criteria. Emissions which only meet one condition of the relevance test can be assessed as non-attributable and therefore are outside the carbon neutral claim. Non-attributable emissions are detailed below.

Relevance test					
Non-attributable emission	<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>
Embodied emissions of customer devices	No	No	Yes	No	No
Embodied emissions of distribution vehicles	No	No	Yes	No	No*

\* For comparable organisations with dedicated distribution vehicles this would be a relevant emission source. However, given Sensis distribution is undertaken by volunteers using private vehicles predominantly used for private purposes, this emission source was not deemed relevant, on a materiality basis, to Sensis.



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