



# **PUBLIC DISCLOSURE STATEMENT**

**SENSE CREATIVE AGENCY**

**ORGANISATION CERTIFICATION  
FY2020-21**

Australian Government  
**Climate Active**  
**Public Disclosure Statement**



An Australian Government Initiative



NAME OF CERTIFIED ENTITY: Sense Creative Agency

REPORTING PERIOD: Financial year 1 July 2020 – 30 June 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

06.12.2021

Name of Signatory

**Guillaume Roux**

Position of Signatory

**Director**



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

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Version number February 2021

# 1. CARBON NEUTRAL INFORMATION

## Description of certification

This inventory has been prepared for the financial year from 1 July 2020 to 30 June 2021 and covers the Australian business operations of Sense Creative Agency, ABN: 95 094 719 669.

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:

- Level 2, 106 Victoria Street, Fitzroy 3065 VIC

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 (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O) and synthetic gases - hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) sulphur hexafluoride (SF<sub>6</sub>) and nitrogen trifluoride (NF<sub>3</sub>). These have been expressed as carbon dioxide equivalents (CO<sub>2</sub>-e) using relative global warming potentials (GWPs).

## Organisation description

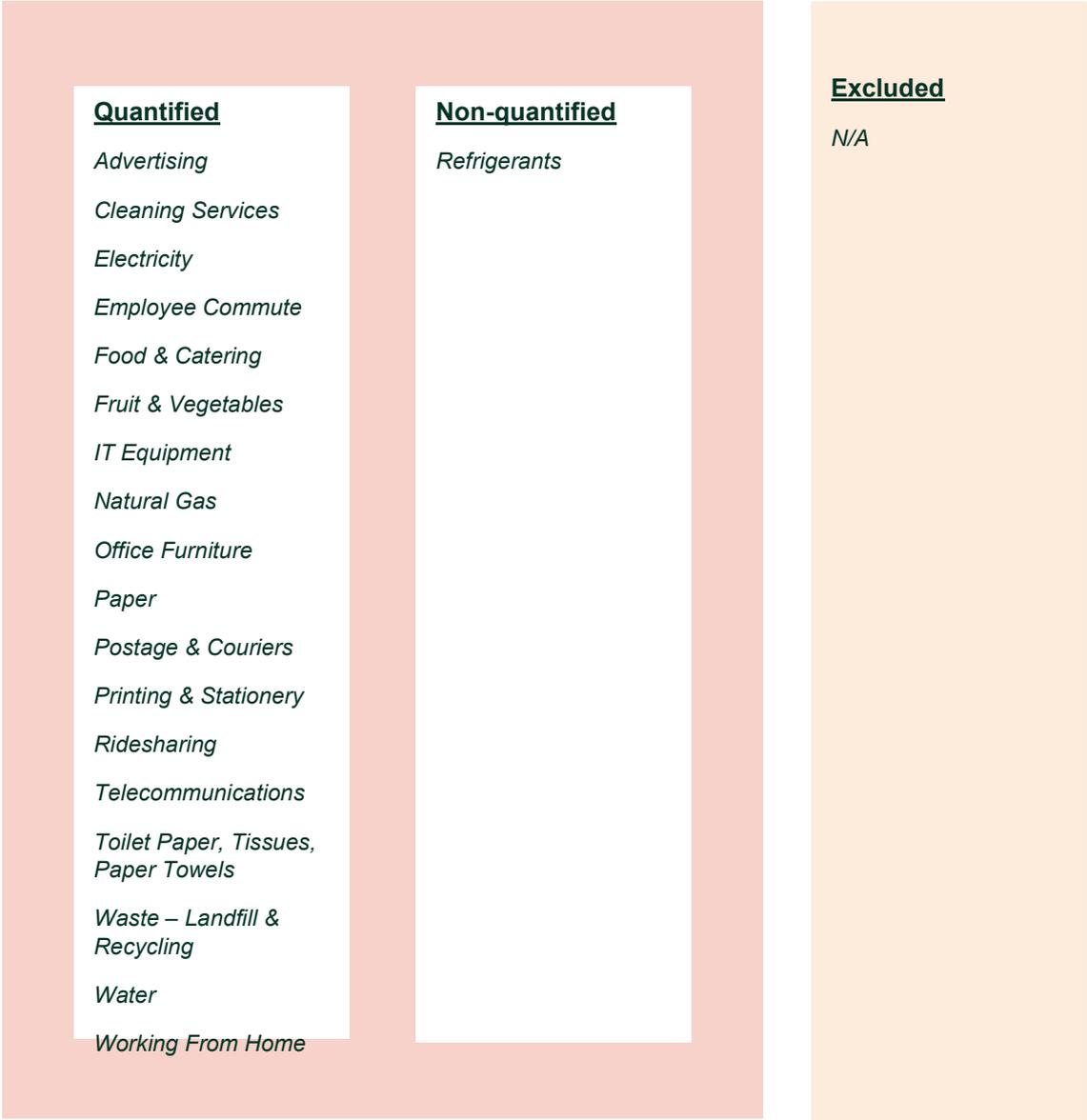
Sense (Aust) Pty Ltd, trading as Sense Creative Agency, is a multidisciplinary creative agency based in Melbourne with advertising, digital & design expertise. It has approximately 23 staff and an active portfolio of around 40 clients in diverse industries including property development, energy, consumer goods, healthcare, B2B services, real estate and events.

*"We believe it is our responsibility as an organisation to do whatever we can to mitigate the effects of climate change by reducing our carbon footprint, and by doing so inspire our staff and clients to do the same."*

## 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**

Refrigerants have been non-quantified as they have been estimated to be immaterial.

### **Data management plan**

N/A

### **Excluded sources (outside of certification boundary)**

N/A

*“Financing creative and practical projects that reduce emissions is a positive way to make a difference.”*

# 3. EMISSIONS SUMMARY

## Emissions reduction strategy

Our strategy over the next two years is:

- to reduce our power usage year on year
- to reduce our paper usage year on year
- to reduce our employee commute through a flexible work policy
- to reduce our travel for client meetings by using remote technology
- to reduce and recycle our waste by participating in the best local schemes available

Sense is committed to developing a more detailed strategy with measurable targets and specific timeframes for key emissions sources over the next two years.

## Emissions over time

There have been some changes due to emission sources, such as purchasing all power from a carbon-neutral supplier, however the event that has caused change more broadly has been the Covid-19 pandemic of 2020 and 2021. Requiring long periods of working from home has seen reductions in power and consumables. It has also resulted in a more flexible work policy, which will result in a continuing portion of office time being working from home. Alongside these two clear changes has been a continuing improvement in sorting waste, which has resulted in a 90% reduction in landfill emissions.

Table 1

Emissions since base year		
	Base year: 2019-2020	Current year Year 2: 2020-2021
<i>Total tCO<sub>2</sub>-e</i>	43.67	40.99

## Emissions reduction actions

A reduction in food and catering expenses is principally due to Melbourne lockdowns that occurred for large parts of the year. As restaurants were closed for dine-in during these periods the drop-in client was the principal reason for the reduction. Telecommunications also decrease due to Covid-19 lockdowns and closure of international travel. This reduced both landline and mobile charges. There was a minor decrease for printing and stationary cost which was due to working from home for large parts of the year therefore staff using less physical stationery. Computer Equipment increased due to a major IT upgrade brought on by the increase in employees working from home. This involved a transition from desktop computers to laptops, and all the accessories required to function efficiently in both locations. Office furniture increased due to one-off purchases for an overdue office refurb (to encourage staff to return to the office after Covid-19) and an upgrade to our teleconferencing system (to lessen the need for clients to travel to office in future). Working from home increased due to Melbourne lockdowns that occurred for large parts of the year as well as the introduction of a 3/2 Office/working from home policy for periods when not in lockdown.

## Emissions summary (inventory)

Table 2

Emission source category	tonnes CO <sub>2</sub> -e
Carbon neutral products and services	0.00
Cleaning and Chemicals	0.84
Electricity	0.00
Food	5.24
ICT services and equipment	9.20
Land and Sea Transport (km)	5.82
Office equipment & supplies	7.46
Postage, courier and freight	0.29
Professional Services	0.90
Taxi & Ridesharing	0.18
Waste	0.34
Water	0.53
Working from home	8.23
<i>Total Net Emissions</i>	<b>39.04</b>

## Uplift factors

Table 3

Reason for uplift factor	tonnes CO <sub>2</sub> -e
Mandatory 5% Small Organisation Uplift	1.95
<i>Total footprint to offset (uplift factors + net emissions)</i>	<b>40.99</b>

## Carbon neutral products

Sense use carbon neutral paper from Reflex and carbon neutral natural gas from Powershop.

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 <sub>2</sub> e)	Renewable Percentage 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	13,868	0	100%
Jurisdictional renewables (LGCs retired)	0	-	0%
Jurisdictional renewables (LRET) (applied to ACT grid electricity)	0	0	0%
Large Scale Renewable Energy Target (applied to grid electricity only)	2,625	0	19%
Residual Electricity	-2,625	-2,816	-19%
<b>Total grid electricity</b>	<b>13,868</b>	<b>-2,816</b>	<b>100%</b>
<b>Total Electricity Consumed (grid + non grid)</b>	<b>13,868</b>	<b>-2,816</b>	<b>119%</b>
Electricity renewables	16,493	0	
Residual Electricity	-2,625	-2,816	
<b>Exported on-site generated electricity</b>	<b>0</b>	<b>0</b>	
Emission Footprint (kgCO <sub>2</sub> e)		0	

*A minus Residual Electricity Emissions in kgCO<sub>2</sub>e rounds to zero because the negative emissions can only be used to reduce electricity consumption emissions.  
See electricity accounting rules for further information*

<b>Total renewables (grid and non-grid)</b>	<b>118.93%</b>
<b>Mandatory</b>	<b>18.93%</b>
<b>Voluntary</b>	<b>100.00%</b>
<b>Behind the meter</b>	<b>0.00%</b>
<b>Residual Electricity Emission Footprint (tCO<sub>2</sub>e)</b>	<b>0</b>

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

### Location-based approach summary

Table 5

Location-based approach	Activity Data (kWh)	Emissions (kgCO <sub>2</sub> e)
VIC	13,868	15,116
<b>Grid electricity (scope 2 and 3)</b>	<b>13,868</b>	<b>15,116</b>
VIC	0	0
<b>Non-grid electricity (Behind the meter)</b>	<b>0</b>	<b>0</b>
<b>Total Electricity Consumed</b>	<b>13,868</b>	<b>15,116</b>

<b>Emission Footprint (tCO<sub>2</sub>-e)</b>	<b>15</b>
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## 4. 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	41
3. Net offset balance for this reporting period	41
4. Total offsets to be forward purchased to offset the next reporting period	0
5. Total offsets required for this report	41

## Co-benefits

### **Bundled Wind Power Project in Rajasthan by Orange Renewable Power Private Limited**

Orange Renewable Power Private Limited, the company implementing the project, strives to eradicate hunger, poverty and malnutrition through health and sanitation initiatives and contribute to the UN Sustainable Development Goals (SDGs). In addition to generating renewable energy, Orange Renewable Power is having a wider positive impact on the community. The project is improving health and sanitation by providing health care centres, an ambulance service, measures such as ante and post natal care, making safe drinking water available through bore wells, pumps and clean water storage tanks, and implementing sanitary toilet and hand washing facilities in the community. It is also improving environmental outcomes by teaching water conservation to farmers, promoting rainwater harvesting, dam maintenance, and irrigation techniques, and planting trees along roads and in public spaces. There are also economic and humanitarian benefits by providing employment for local people, implementing development programs in trades and technology, adopting strict child labour policies for the project and its supply chain, and developing awareness programs for anti violence, gender and social equality. There are also improvements in education by providing school infrastructure, furniture, books and uniforms, implementing literacy programs for men and women and providing scholarships.

### **NIHT Topaiyo REDD +**

NIHT Inc. has partnered with the traditional landowners of New Ireland and East New Britain to put an end to deforestation initiated by industrial logging in the region. The preservation of these rainforests is essential to not only the carbon and biodiversity benefits inherent with projects of this nature, but also for the wellbeing and prosperity of the people of New Ireland and East New Britain. The project is located in the forested areas of New Ireland and East New Britain in Papua New Guinea. The project has evolved based on the input and needs expressed by persons living in the region. What began as a traditional timber operation has been recognised as an opportunity with enormous carbon sequestering potential and has evolved into a forest protection project that will provide substantial economic benefits to the people of Papua New Guinea. Through the avoidance of carrying out exploitative industrial commercial timber harvesting in the project area, the project expects to generate nearly 60 million tonnes of CO2 emissions reductions across the 30 year project lifetime, depending on the number and size of Project Activity Instances (PAIs) added to the project.

## 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 <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 (%)
Bundled Wind Power Project in Rajasthan by Orange Renewable Power Private Limited	VCUs	Verra	24 March 2021	<a href="#">7365-386895010-386895029-VCU-034-APX-IN-1-1465-01012019-30042019-0</a>	2019	20	0	0	20	49%
NIHT Topaiyo REDD +	VCUs	Verra	24 March 2021	<a href="#">9629-113064933-113064953-VCS-VCU-466-VER-PG-14-2293-01062017-31122019-0</a>	2019	21	0	0	21	51%
<b>Total offsets retired this report and used in this report</b>									41	
<b>Total offsets retired this report and banked for future reports</b>								0		

Type of offset units	Quantity (used for this reporting period claim)	Percentage of Total
Verified Carbon Units (VCUs)	41	100%

## 5. USE OF TRADE MARK

Table 8

Description where trademark used	Logo type
Website, social media, publications	Certified organisation

## 6. ADDITIONAL INFORMATION

N/A

# 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 &lt;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	N	N	N	N



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