



PUBLIC DISCLOSURE STATEMENT

JCDECAUX

PRODUCT CERTIFICATION – LARGE
FORMAT STATIC ADVERTISING PRODUCTS.

CY2022 [PROJECTION]


Australian Government

Climate Active Public Disclosure Statement



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	JCDecaux Australia Pty Ltd
REPORTING PERIOD	1 January 2022 – 31 December 2022 [PROJECTED]
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> Jose Sanz on behalf of Anthony Kanaan</p> <p>Anthony Kanaan Head of WHSEQ and Sustainability</p>



Australian Government

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

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Version March 2022. To be used for FY20/21/CY2021 reporting onwards.



1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	3,149.70 tCO2-e
THE OFFSETS BOUGHT	100% ACCUs
RENEWABLE ELECTRICITY	75.1%
TECHNICAL ASSESSMENT	Date: 21 June 2022 Name: Morna McGuire Organisation: Pangolin Associates Pty Ltd Next technical assessment due: 28 April 2024
THIRD PARTY VALIDATION	Type 3 Date 16 th June 2022 Name Tim Grant Organisation Lifecycles

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2. CARBON NEUTRAL INFORMATION

Description of certification

This inventory has been prepared using the calendar year 2021 to project the emissions for 1 January 2022 to 31 December 2022 and covers the Large Format Static advertising poster products using Banner produced by GSP Print for JCDecaux Australia Pty Ltd, ABN: 49 059 604 278.

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)

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).

Product/Service description

This must include:

- The functional unit of the Large Format Static advertisement posters is 1m² of Banner produced by GSP Print
- It is full coverage.
- The assessment is Cradle to Grave.

“Participating in Climate Active shows JCDecaux is working continuously to improve a greener, more sustainable business.”

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 'attributable processes' that become the product, make the product and carry the product through its life cycle. These have been quantified in the carbon inventory.

Non-quantified emissions have been assessed as attributable 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

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 D.

Inside emissions boundary

Quantified

Static Sign Structure (Stage A1-A5, Stage C)

PVC Banners - Avery MPI 4352 frontlit, Avery MPI 4412 for backlit.

Calendered PVC film lam-coated with high tensile knitted polyester yarn banner – Rojo Pacific BLX 600, BMESH 300, EDURA, HVG-HBO610 and Shann Group – KEDER.

Ink for printing

Electricity at printing facility

Water at printing facility

Waste at printing facility

Inbound and outbound freight

Electricity consumption by Static billboard- use phase

Installation of banners on Large Format Static Structures

End of life transport

End of life treatment

Non-quantified

N/A

Optionally included

N/A

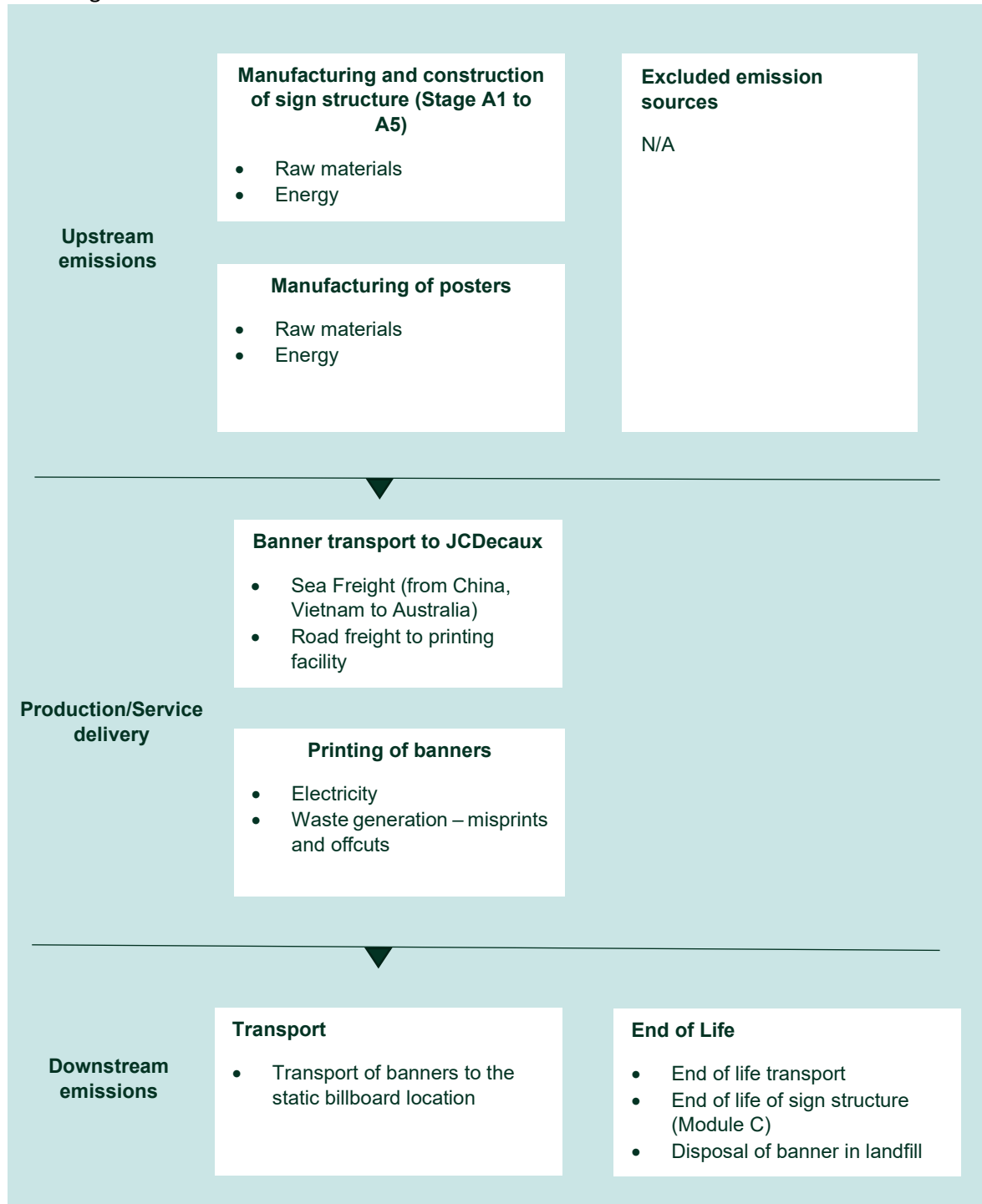
Outside emission boundary

Non-attributable

N/A

Product/service process diagram

Cradle-to-grave



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

In line with JCDecaux Australia's Organisational targets, the emissions reduction strategy for Small Format Static advertising poster product and installation aims to reduce overall emissions by 20% by 2036 compared to CY2021 baseline.

Scope 1 emissions will be reduced by:

- Upgrade company-controlled vehicles with Hybrid or electric models where possible
- Determine suitability of Small format depot and scale premises as appropriate
- Utilise Lean manufacturing processes to optimise production and reduce landfill waste

Scope 2 emissions will be reduced by:

- Reduce electricity usage by replacing lighting with LED at all sites
- Purchase GreenPower as per organisational certification

Scope 3 emissions will be reduced by:

- Ensure all packaging from suppliers in the production process is recyclable or can be diverted from Landfill
- Ensure deliveries to depots are optimised to reduce delivery frequencies

Emissions reduction actions

N/A for initial application

5.EMISSIONS SUMMARY

Use of Climate Active carbon neutral products and services

This assessment and Climate Active submission were prepared with the assistance of [Pangolin Associates](#) and these services are also carbon neutral.

Product/Service emissions summary

Stage	tCO2-e
Sign Structure (A1 to A5 and C)	865.6
PVC Banners - Avery MPI 4352 frontlit, Avery MPI 4412 for backlit.	180.3
Calendered PVC film lam-coated with high tensile knitted polyester yarn banner – Rojo Pacific BLX 600, BMESH 300, EFDURA, HVG- HBO610	47.7
Shann Group – KEDER	14.1
Inbound Transport-Banners	13.6
Printing Ink	2.8
Electricity at Printing facility *	-
Waste at Printing facility *	-
Outbound Freight*	-
Electricity by Static Billboard *	-
End of Life transport	0.5
End of life emissions – inert waste	0
Total	1,124.57

Note – Electricity, freight and waste emissions overlap with the organisation and are included in the organisation [CY2021 PDS](#).

Emissions intensity per functional unit	0.02
Number of functional units to be offset	189,971
Total emissions to be offset	1,124.57

6. CARBON OFFSETS

Offsets retirement approach

Forward purchasing		
1.	Total emissions footprint to offset for this report	1,124.6
2.	Total eligible offsets purchased and retired for this report and future reports	1125
3.	Total eligible offsets retired and used for this report	1125
4.	Total eligible offsets forward purchased and banked to use toward next year's report	0

Co-benefits

Nyaliga Fire Project

The Nyaliga Fire Project proved the catalyst to improved governance of Nyaliga Aboriginal Corporation and forms a crucial aspect of the work done by the Nyaliga Rangers. Supported by a range of partners, Nyaliga now have a team of six looking after country and being trained in fire operations to carry out the Project. Fire management outcomes are not limited to carbon abatement – operations are in fact targeted at limiting late-season wildfire to ensure the protection of life, infrastructure, cultural places and habitat for important species, facilitating access and connection to country for Traditional Owners and their children and grandchildren, allowing for the transfer of traditional knowledge and skills to the next generation, and providing economic opportunities through training and employment. The sale of ACCUs from the project will constitute the first income for Nyaliga Aboriginal Corporation, with all revenue re-invested into fire management and the social, cultural and economic benefits it entails for our community

Eligible offsets retirement summary

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	Stapled quantity	Eligible quantity (tCO ₂ -e)	Eligible quantity used for previous reporting periods	Eligible quantity banked for future reporting periods	Eligible quantity used for this reporting period	Percentage of total (%)
Nyaliga Fire Project	ACCUs	ANREU	22 June 2022	3793864614-3793865738	2019-20		1,125	0	0	1,125	100%
Total offsets retired this report and used in this report										1,125	
Total offsets retired this report and banked for future reports									0		

Type of offset units	Quantity (used for this reporting period claim)	Percentage of total
Australian Carbon Credit Units (ACCUs)	1,125	100.0%

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) Summary

LGCs were purchased for Signage electricity consumption, which is also part of the organisation boundary. Refer to [CY 2021 Organisation PDS](#) for Renewable Energy Certificate Summary.

APPENDIX A: ADDITIONAL INFORMATION

Additional purchase of International Renewable Energy Certificates

In CY2021 JCDecaux purchased 14,050 kWh of International Renewable Energy Certificates (I-RECs) from Dongtan Onshore Windfarm, China. Whilst these I-RECs cannot be used to offset electricity emissions under Climate Active, they do contribute to global sustainability. See details below.

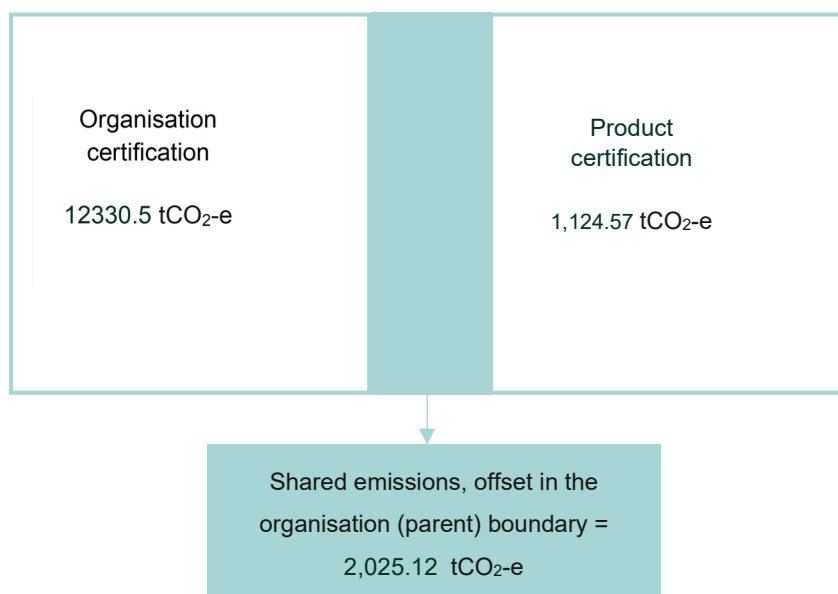
Device	Country of Origin	Energy Source	Technology	Supported	Commissioning Date	Carbon (CO ₂ / MWh)
Dongtan Onshore Windfarm	China	Wind	Onshore	No	2012-07-26	0.0

From Certificate ID	To Certificate ID	Number of Certificates	Offset Attributes	Period of Production	Issuer
0000-0001-2611-1621	0000-0001-2612-5670	14 050	Inc	2021-07-01 - 2021-10-31	Green Certificate Company (GCC)

Shared emissions between certifications by the same responsible entity

- GSP prints Electricity: 75.78 tCO₂-e overlapped with the Organisation PDS.
- Signage Electricity: 1991 tCO₂e overlapped with the Organisation PDS.
- Freight: 24.92 tCO₂-e overlapped with the Organisation PDS.
- Waste: 13.86 tCO₂-e overlapped with the Organisation PDS.

Emissions (tCO ₂ -e)	
Total offset liability	= 12,330.5 + 3,149.7 – 2,025.12 = 13,455.08 tCO ₂ -e
Offset by organisation	= 12,330.5 tCO ₂ -e
Offset by product	= 3,149.7 – 2,025.12 = 1,124.57 tCO ₂ -e



APPENDIX B: ELECTRICITY SUMMARY

GSP prints is part of JCDecaux's print operations. Printing and cutting of all the advertisement products is done at GSP prints. Emissions from electricity used for printing and cutting the transit stickers at GSP prints overlap with organisation boundary.

Refer to [CY 2021 Organisation PDS](#) for electricity summary.

APPENDIX C: INSIDE EMISSIONS BOUNDARY

Non-quantified emission sources

The following sources emissions have been assessed as attributable, 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.

No emission sources in JCDecaux's product boundary were non-quantified for this reporting period.

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
N/A	N/A	N/A	N/A	N/A

Excluded emission sources

The below emission sources have been assessed as not relevant to an organisation's or precinct'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.

No emission sources were excluded from JCDecaux's organisation boundary in CY2021.

Emission sources tested for relevance	(1) Size	(2) Influence	(3) Risk	(4) Stakeholders	(5) Outsourcing	Included in boundary?
N/A	N/A	N/A	N/A	N/A	N/A	N/A

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>
N/A	N/A	N/A	N/A	N/A	N/A



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