



PUBLIC DISCLOSURE STATEMENT

JCDECAUX AUSTRALIA PTY LTD

ORGANISATION
CY 2020

Australian Government
Climate Active
Public Disclosure Statement



NAME OF CERTIFIED ENTITY: JCDecaux Australia Pty Ltd

REPORTING PERIOD: 1 January 2020 – 31 December 2020

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.



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 January 2019 to 31 December 2020 and covers the Australian business operations of JCDecaux Australia Pty Ltd, ABN: 49 059 604 278.

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 6, 16 & 20, 1 York Street, Sydney NSW 2000
- Units 2 - 3, 182 - 190 Euston Road, Alexandria NSW 2015
- Unit 12, 331 Ingles Street, Port Melbourne VIC 3207
- Level 9, 468 St Kilda Road, Melbourne VIC 3004
- 83 Main Street, Kangaroo Point QLD 4169
- Unit 3 & 4, 16 Duncan Street, West End QLD 4101
- Level 5, 26 Flinders Street, Adelaide SA 5000
- 2 Raglan Road, Mt Lawley WA 6050
- 19 Ash Road, Prestons NSW 2170
- All electronic signage installations nationally

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 (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).

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

Organisation description

JCDecaux Australia has been providing high quality, architecturally designed street furniture and advertising space in Australia since 1997. Since winning the City of Sydney tender in the lead up to the Sydney Olympics, we have been steadily growing, with our street furniture now an integral part of key Australian cities, vibrant urban areas and transit routes.

Delivering premium quality since 1997, JCDecaux Australia strives to deliver market-leading solutions that challenge the expected conventions of outdoor advertising. With a commitment to integrity and excellence in service, innovation and design, we aim to create an environmentally sustainable and socially responsive organisation, offering inspired, dynamic opportunities to our employees, clients and Australian communities.

JCDecaux's acquisition of APN Outdoor in 2018 represents a significant milestone in our global growth strategy, making Australia our 4th largest market. It also marks our entry into the dynamic New Zealand market for the first time. We have now combined our unique strengths to create a market leading, innovative Out-of-Home company and are poised for growth.

The combined power of APN Outdoor's 40,000 site network comprising of billboard, transit and airport advertising, will complement and enhance our existing suite of premium street furniture and transport advertising assets, as we look to further expand our digital footprint across Australia and New Zealand.

Our purpose

To connect brands with communities, enriching urban life.

Our vision

To be the unrivalled Out-of-Home leader in Australia and New Zealand, delivering exceptional experiences for brands, partners and our people.

2. EMISSION BOUNDARY

Diagram of the certification boundary



Non-quantified sources

The impact of not quantifying these sources is not expected to materially affect the overall total emissions.

- Public transport use as part of business travel is not included as this is an infrequent activity and would not significantly impact on the inventory.
- Oils and greases used in the maintenance of bicycles has not been included as the emissions would be immaterial and the effort required gather this data is disproportionate to its contribution to overall emissions.

Data management plan

N/A

Excluded sources (outside of certification boundary)

The manufacture and freight of street furniture and signage is the responsibility of the JCDecaux head office in France and does not meet the relevance test for inclusion within the certification boundary. Equally, the manufacture, distribution and disposal of bicycles and parts used within the Brisbane division is the responsibility of the head office in France and the parts manufacturer in Japan and do not meet the relevance test.

Also excluded on the basis of relevance is the printing, transport and installation impacts of the promotional materials used within the installations. See Appendix 1 for more details on these exclusions and their relevance.

3. EMISSIONS SUMMARY

Emissions reduction strategy

JCDecaux's emissions reduction strategy involves:

- Employing a Sustainability Director who has overall responsibility for establishing and maintaining records, all extra-financial sustainability reporting and coordination & project management of emissions reductions initiatives
- Developing & maintaining a register of environmental sustainability initiatives to drive emissions reductions
- Achieving an independent certification for compliance with Environmental Management system requirements ISO45001 & ISO14001
- Completing key supplier annual procurement/sustainability audits to ensure compliance with JCDecaux's EMS and sustainability commitments
- Encourage our suppliers to reduce carbon impacts in our supply chain
- Measuring and reporting on our energy consumption and carbon footprint annually
- Acting on opportunities to reduce our emissions by improving operational efficiencies, investing in technological innovation and reducing our resource consumption
- Educating and engaging our staff and contractors to minimise their impacts both at work and at home.

Reduce Overall Energy (Electricity) Consumption as per set objectives:

- Completed a study on understanding electricity consumption for existing installed assets and are currently reviewing options for reducing energy consumption including reviewing the viability of changing lighting sources to more efficient ones.
- New street furniture assets are systematically fitted with low emissions LED lighting and, on our existing inventory older technologies are being replaced
- Set maximum electricity consumption ceiling for each furniture type (for all new contracts)
- Reduce Street furniture electricity consumption for all new contracts by introducing LED technology associated with schedule power modulation
- Consider where possible switching off furniture at night or modulate light intensity by incorporating devices such as dimmable ballasts or LED technology
- Introduce measures to reduce water and electricity consumption for company offices

- Continue purchasing green electricity (in increasing increments) to cover company electricity consumption

Reduce Fuel Consumption (Company Vehicles) as per set objectives:

- Continuously reviewing logistics rounds to cut down the number of kilometres travelled
- We have introduced initiatives such as eco-driving training for all staff with access to company vehicles
- We have developed a local vehicle procurement process for choosing greener vehicles when renewing vehicle fleet (utility and commercial, lease or purchase) and use whole of life costing to assess new vehicle selections (which takes into account fuel consumption and costs)
- Direct carbon offsetting credits towards development of green energy producing sources

Waste Reduction as per set objectives:

- All warehouses and offices have paper and plastic recycling bins installed
- We have developed a local waste management minimisation policy and plan and achieved a 51% recycling rate of all waste generated in 2018
- We have developed a local waste management minimisation policy and plan and achieved a 10% reduction in landfill waste between in 2018
- Intensify waste recycling plan and aim 75% by 2020

Emissions over time

JCDecaux’s emissions have reduced by -30.8% (-8,014.1 tCO₂-e) since CY2019. This reduction has been achieved through rationalisation of assets and working arrangements. There has been a collaboration by all stakeholders to achieve the current result.

Table 1

Emissions since base year		
	Base year: CY 2019	Current year Year 1: CY 2020
<i>Total tCO₂-e</i>	26,009.3	17,995.2

Emissions reduction actions

The Emissions Reductions Strategy details some of the actions JCDecaux have done over the years to reduce emissions. Over the past year there has been an increase in renewable energy for the signage.

Emissions summary (inventory)

Table 2

Emission source category	tonnes CO ₂ -e
Accommodation and facilities	10.212
Air Transport (km)	183.887
Cleaning and Chemicals	40.770
Electricity	16,424.738
Food	23.480
ICT services and equipment	177.524
Land and Sea Transport (fuel)	360.245
Land and Sea Transport (km)	181.943
Office equipment & supplies	180.274
Postage, courier and freight	100.704
Products	5.766
Refrigerants	12.178
Stationary Energy	3.009
Taxis & Ridesharing	17.136
Waste	190.645
Water	6.151
Working from home	76.492
<i>Total Net Emissions</i>	17,995.156

Uplift factors

Table 3

Reason for uplift factor	tonnes CO ₂ -e
N/A	
<i>Total footprint to offset (uplift factors + net emissions)</i>	17,995.156

Carbon neutral products

JCDecaux uses Reflex carbon neutral paper.

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 ₂ -e)	Renewable %
Behind the meter consumption of electricity generated	0	0	0.0%
Total non-grid electricity	0	0	0.0%
LGC Purchased and retired (kWh) (including PPAs)	0	0	0.0%
GreenPower	7,488,692	0	26.6%
Jurisdictional renewables	0	0	0.0%
Residual Electricity	15,233,472	16,424,738	0.0%
Large Scale Renewable Energy Target (applied to grid electricity only)	5,437,663	0	19.3%
Total grid electricity	28,159,827	16,424,738	45.9%
Total Electricity Consumed (grid + non grid)	28,159,827	16,424,738	45.9%
Electricity renewables	12,926,354	0	
Residual Electricity	15,233,472	16,424,738	
Exported on-site generated electricity	0	0	
Emission Footprint (kgCO ₂ -e)		16,424,738	

Emission Footprint (tCO₂-e)	16,425
LRET renewables	19.3%
Voluntary Renewable Electricity	26.6%
Total renewables	45.9%

Location-based approach summary

Table 5

Location-based approach	Activity Data (kWh)	Emissions (kgCO ₂ -e)
ACT	0	0
NSW	10,424,552	9,382,097
SA	1,643,607	854,676
Vic	9,126,971	9,948,399
Qld	5,014,932	4,663,887
NT	0	0
WA	1,949,763	1,364,834
Tas	0	0
Grid electricity (scope 2 and 3)	28,159,827	26,213,893
ACT	0	0
NSW	0	0
SA	0	0
Vic	0	0
Qld	0	0
NT	0	0
WA	0	0
Tas	0	0
Non-grid electricity (Behind the meter)	0	0
Total Electricity Consumed	28,159,827	26,213,893

Emission Footprint (tCO₂-e)	26,214
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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	164
2. Total emissions liability to offset for this report	17,996
3. Net offset balance for this reporting period	17,832
4. Total offsets to be forward purchased to offset the next reporting period	2,168
5. Total offsets required for this report	20,000

Co-benefits

CECIC HKC Gansu Changma Wind Power project

The purpose of the project is to generate electricity using wind power resources in the region and to deliver to the Northwest China Power Grid (NWPG) which is predominated by connected fossil fuel fired power plants. The project aims to generate a total of 431,949 MWh of clean electricity to the NWPG annually and has been estimated to reduce GHG emissions by 430,588 tCO₂-e annually. The wind farm provides a much-needed boost in electricity for the area. China's rapid economic growth has resulted in frequent power outages. A local source of clean electricity gives energy security to the region. It is also a source of employment and educational opportunities for the community.

Wind Power Project at Anthiyur, Tamil Nadu

Nuziveedu Seeds Limited (NSL) supports education, health, employment and agriculture. The underprivileged and rural regions in particular benefit from new medical facilities, job creation, and knowledge to assist farmers with improved yields.

As well as providing jobs and improving livelihoods, the NSL projects have also brought infrastructure to remote areas such as roads and communications. These benefits are permanent; network improvements serve both construction and operation phases of the projects.

Grid Interactive Solar Photovoltaic Power in Gujarat, India**Cleaner environment**

The demand for energy grows rapidly in India, so grid connected renewables are an imperative for climate change mitigation. Unlike coal-based power, India's primary source of energy, solar PV leaves no footprint behind. There is no waste product. Further, whilst the clean energy generated reduces the requirement for fossil fuels, projects such as this one in Gujarat also act to conserve those fossil fuels under threat of depletion.

Social and economic well-being

This solar PV plant provides local communities with employment, lifting the economy and improving the quality of lives. The project has also brought infrastructure to allow new businesses to grow, particularly with the confidence of greater electricity supply feeding clean power into the local grid.

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 ₂ -e)	Quantity used for previous reporting periods	Quantity banked for future reporting periods	Quantity used for this reporting period claim	Percentage of total (%)
CECIC HKC Gansu Changma Wind Power project	VCUs	Verra	18/06/2020	7821-430273716-430286211-VCU-034-APX-CN-1-717-24092018-31122018-0	2018	12,496	12,414	0	82	0.5%
Wind Power Project at Anthiyur, Tamil Nadu	VCUs	Verra	18/06/2020	6875-353362099-353374593-VCU-050-APX-IN-1-682-01012018-31082018-0	2018	12,495	12,413	0	82	0.5%
Grid Interactive Solar Photovoltaic Power in Gujarat, India	VCUs	Verra	15/09/2020	7889-434634591-434654590-VCU-030-APX-IN-1-1413-01012015-31122015-0	2015	20,000	0	2,168	17,832	99%
Total offsets retired this report and used in this report									17,996	
Total offsets retired this report and banked for future reports								2,168		

Type of offset units	Quantity (used for this reporting period claim)	Percentage of Total
Verified Carbon Units (VCUs)	17,996	100%

5. USE OF TRADE MARK

JCDecaux has not used the trademark for any internal or external communications over the reporting period.

6. ADDITIONAL INFORMATION

JCDecaux Australia are committed to sustainable practices across all aspects of our business – community, the environment and staff. We are constantly striving to renew and improve our integrated management system (IMS) in order to ensure that our daily operations maintain market-leading standards.

Our key priorities are:

Health and Safety

Our aim is to move towards zero serious injuries

Guiding principles

- We prioritise the health and safety of ourselves and others
- We assess the risks of our environment before starting work
- We see it, stop it and report it
- We recognise and reinforce safe behaviours

Sustainability

Our aim is to reduce our carbon footprint annually

Guiding principles

- We use resources wisely
- We aim for less waste and to use recycled products
- We aim to recycle our products
- We align ourselves with sustainable and ethical suppliers

Social Impact

Our aim is to support and enhance communities

Guiding principles

- We are committed to human rights
- We are against corruption in all its forms
- We comply with all relevant laws and advertising standards
- We give broad exposure to worthy causes
- We promote art and culture
- We are committed to inclusivity

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>
Manufacture and freight of street furniture and signage	No	No	Yes	No	No
Manufacture, distribution and disposal of bicycles and parts	No	No	Yes	No	No
Printing, distribution and installation of promotional material used in signage	No	No	No	No	No

APPENDIX 2

Non-quantified emissions for organisations

Table 10

Non-quantification test				
Relevant-non-quantified emission sources	<i>Immaterial <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>
Oils & Greases	Yes	No	No	No
Business Travel – Public Transport	Yes	No	No	No



An Australian Government Initiative

