

PUBLIC DISCLOSURE STATEMENT

ATOMIC 212 MEDIA PTY LTD

ORGANISATION CERTIFICATION FY2021–2022 (TRUE UP)

Australian Government

Climate Active Public Disclosure Statement





An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Atomic 212 Media Pty Ltd, trading as Atomic 21°
REPORTING PERIOD	Financial Year 1 July 2021- 30 June 2022 True-up report
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.
	Name of signatory: James Dixon Position of signatory: Co-Founder & Chief Digital Officer Date: 14th July 2023



Australian Government

Department of Climate Change, Energy, the Environment and Water

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Version March 2023.



CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	569.92 tCO ₂ -e
OFFSETS USED	100% ACCUs
RENEWABLE ELECTRICITY	Total renewables 18.59%
TECHNICAL ASSESSMENT	10 June 2022 Philip Link EnergyLink Services Pty Ltd Next technical assessment due: FY2024-2025 reporting period
THIRD PARTY VALIDATION	Type 1 21 April 2023 Katherine Simmons <i>KREA Consulting</i>

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2. CARBON NEUTRAL INFORMATION

Description of certification

This certification includes emissions true-up, between 1 July 2021 and 30 June 2022, associated with the operations of Atomic 212 Media Pty Ltd, ABN 81 613 222 763.

Organisation description

Atomic 212 Media Pty Ltd, ABN 81 613 222 763, trading as Atomic 212°, is Australia's largest independent media agency with a mission to make marketing smarter, faster and accountable.

Atomic 212° works with Australia's largest brands and has a national footprint across Sydney, Melbourne, Darwin and Brisbane with a core service to optimize paid, earned and owned media to deliver growth for its clients. Atomic 212° offers media planning and buying services, marketing technology and data, and content and creative services to clients and drives business results via critical insight and human ingenuity.

"Being CA certified Climate neutral is the start of an important journey for Atomic212 to meet its corporate duty for climate change."



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. This may include emissions that are not identified as arising due to the operations of the certified entity, however are **optionally included**.

Non-quantified emissions have been assessed as relevant 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

Excluded emissions are those that have been assessed as not relevant to operations and are outside of its emissions boundary or are outside of the scope of the certification. These emissions are not part of the carbon neutral claim. Further detail is available at Appendix D.





Working from home

Data management plan for non-quantified sources

There are no non-quantified sources in the emission boundary that require a data management plan as they are immaterial. An uplift factor will be applied.



4. Emissions reductions

Emissions reduction strategy

Atomic 212° is committed to reduce its operations impact on the environment through various ways. Atomic 212° aims to reduce the emissions per employee by providing end of trip facilities such as showers that will encourage the employees to use non-motorised transport options e.g. cycling, walking or running to work. Atomic 212° will also utilize video conferencing technology where possible to minimize travel emissions as a result of employees traveling to client sites.

Atomic 212° aims to reduce its energy consumption across all its offices by implementing a switch-off campaign that will get everyone to switch off equipment, lighting and appliances in the office when not in use.

Atomic 212° is committed to reducing its emissions across the value chain (scopes 1, 2 and 3) by 20% by FY2027 and 30% reduction by 2030, from a 2021-22 base year. This reduction is in line with Atomic 212°'s policy to align with Science Based Target Initiative small and medium enterprise targets. These emissions reductions will be achieved through the following measures:

Scope 2

- Procuring electricity through the GreenPower program for all offices.
- Educate Atomic 212°'s staff to reduce office's energy consumption (e.g., switch-off campaign).

Scope 3

- Establishing green procurement policies, such as:
 - Using Climate Active certified businesses/organisations when acquiring products and services.
 - Providing end of trip facilities (showers etc.) to encourage greater uptake of walking/running/cycling to work.
 - o Utilising video conference technology to avoid travel emissions.
 - o Buying recycled products to prevent waste-to-landfill.



5. EMISSIONS SUMMARY

Use of Climate Active carbon neutral products, services, buildings or precincts

Certified brand name	Product/Service/Building/Precinct used
Qantas	Carbon Neutral Flights

Organisation emissions summary

The electricity summary is available in the Appendix B. Electricity emissions were calculated using a market-based approach.

The previous report was a projection report using representative data to estimate the emissions for the reporting year. This table shows the differences between the projected emissions and the actual emissions recorded.

Emission category	Projected emissions (tCO ₂ -e)	Sum of scope 1 (tCO₂-e)	Sum of scope 2 (tCO ₂ -e)	Sum of scope 3 (tCO ₂ -e)	Sum of total emission s (t CO ₂ -e)
Accommodation and facilities	11.98	0.00	0.00	8.95	8.95
Cleaning and Chemicals	9.20	0.00	0.00	6.94	6.94
Climate Active carbon neutral products and services	0.00	0.00	0.00	0.00	0.00
Electricity	228.51	0.00	132.04	0.00	132.04
Food	38.69	0.00	0.00	40.10	40.10
ICT services and equipment	24.60	0.00	0.00	37.35	37.35
Office equipment & supplies	15.90	0.00	0.00	13.08	13.08
Postage, courier and freight	0.66	0.00	0.00	1.71	1.71
Products	0.00	0.00	0.00	0.00	0.00
Professional Services	84.32	0.00	0.00	115.99	115.99
Refrigerants	0.00	0.00	0.00	0.00	0.00
Transport (Air)	28.08	0.00	0.00	59.98	59.98
Transport (Land and Sea)	49.94	0.00	0.00	34.24	34.24
Waste	59.12	0.00	0.00	78.85	78.85
Water	0.00	0.00	0.00	0.00	0.00
Working from home	25.49	0.00	0.00	35.03	35.03
Total emissions	576.47	0.00	132.04	432.24	564.28
Difference between projected and actual emissions	rence between projected and al emissions Projected minus actual = 12.19 tCO ₂				

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Atomic 212 Media Pty Ltd

Uplift factors

An uplift factor is an upwards adjustment to the total carbon inventory to account for relevant emissions that cannot be reasonably quantified or estimated. This conservative accounting approach helps ensure the integrity of the carbon neutral claim.

Reason for uplift factor	tCO ₂ -e
Additional 1% for water and refrigerant	5.64
Total of all uplift factors	5.64
Total footprint to offset (total net emissions from summary table + total uplifts)	569.92



6. CARBON OFFSETS

Offsets retirement approach

Offset purchasing strategy:

Forward purchasing for first year of certification (FY2021-22) then purchasing in arrears for FY2022-23 onwards.

1.	Total emissions footprint to offset for this report	570
2.	Total eligible offsets purchased and retired for this report and future reports	600
3.	Total eligible offsets retired and used for this report	570
4.	Total eligible offsets forward purchased and banked to use toward next year's report	30

Co-benefits

Wongalara Wildlife Sanctuary Carbon Abatement Project

The Wongalara Wildlife Sanctuary, located in the Northern Territory, covers an area of 190,000 hectares and is home to 600-800 plant species, 35 mammals,198 birds, 86 reptiles, 19 amphibians and 7 threatened wildlife species. Wongalara makes a vital contribution to conservation within the poorly reserved Gulf Falls and Uplands Bioregion. It contains a range of topography and a variety of landscapes that support distinct assemblages of plants and animals.

This project is managed by the Australian Wildlife Conservancy (AWC) and involves strategic and planned burning of the savanna area in the low rainfall zone during the early dry season to reduce the risk of late dry season wild fires. The project helps in the mitigation of climate change with the fire management reducing the extent of late dry season wildfires by approximately 90% and averting more than 100,000 tonnes of carbon from being emitted to the atmosphere yearly. It also helps in the preservation of biodiversity as it has a range of habitats that make it a hotspot for Top End wildlife and threatened and declining species that make a home at the property.

The key co-benefits of this project include:

- Carbon sequestration.
- Local indigenous employment.
- Increase the extent of "old growth" vegetation which many animals use for food and shelter.
- Reduce risks of late dry season wildfires.
- Protection of a high number of threatened species and ecosystems.
- Reduction in weed infestations.
- Improved feral animal control.





Eligible offsets retirement summary

Offsets retired 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 retired (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 (%)
Wongalara Carbon Abatement	ACCUs	ANREU	2 June 2022	8,330,169,585 - 8,330,170,184 (ERF103013)	2021-22	N/A	600	0	0	570	100%
Total eligible offsets retired and used for this report							570				
Total eligible offsets retired this report and banked for use in future reports 30											

e of offset units Eligible quantity (used for this reporting period)		Percentage of total
Australian Carbon Credit Units (ACCUs)	570	100%



7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

Not applicable.



APPENDIX A: ADDITIONAL INFORMATION

No additional information.



APPENDIX B: ELECTRICITY SUMMARY

There are two international best-practice methods for calculating electricity emissions – the location-based method and the market-based method. Reporting electricity emissions under both methods is called dual reporting.

Dual reporting of electricity emissions is useful, as it provides different perspectives of the emissions associated with a business's electricity usage.

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.

For this certification, electricity emissions have been set by using the market-based approach.



Market Based Approach Summary

Market Based Approach	Activity Data (kWh)	Emissio ns (kgCO2 e)	Renewable Percentage of total
Behind the meter consumption of electricity generated	0	0	0%
Total non-grid electricity	0	0	0%
LGC Purchased and retired (kWh) (including PPAs & Precinct LGCs)	0	0	0%
GreenPower	0	0	0%
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)	30,304	0	19%
Residual Electricity	132,708	132,040	0%
Total grid electricity	163,012	132,040	19%
Total Electricity Consumed (grid + non grid)	163,012	132,040	19%
Electricity renewables	30,304	0	
Residual Electricity	132,708	132,040	
Exported on-site generated electricity	0	0	
Emissions (kgCO2e)		132,040	

Total renewables (grid and non-grid)	18.59%
Mandatory	18.59%
Voluntary	0.00%
Behind the meter	0.00%
Residual Electricity Emission Footprint (TCO2e)	132
Finance matching the terms line Demonstrate	to a second second

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



Location-based approach summary						
Location-based approach	Activity Data (kWh) total	Under operational control			Not under operational control	
Percentage of grid electricity consumption under operational control	100%	(kWh)	Scope 2 Emission s (kgCO ₂ -e)	Scope 3 Emission s (kgCO ₂ -e)	(kWh)	Scope 3 Emission s (kgCO ₂ -e)
ACT	0	0	0	0	0	0
NSW	0	71,275	55,595	4,989	0	0
SA	0	0	0	0	0	0
VIC	0	33,109	30,129	3,311	0	0
QLD	0	3,039	2,431	365	0	0
NT	0	55,589	30,018	2,224	0	0
WA	0	0	0	0	0	0
TAS	0	0	0	0	0	0
Grid electricity (scope 2 and 3)	0	163,012	118,173	10,888	0	0
ACT	0	0	0	0		
NSW	0	0	0	0		
SA	0	0	0	0		
VIC	0	0	0	0		
QLD	0	0	0	0		
NT	0	0	0	0		
WA	0	0	0	0		
TAS	0	0	0	0		
Non-grid electricity (behind the meter)	0	0	0	0		
Total electricity (grid + non grid)	0	163,012	118,173	10,888		

Emission Footprint (TCO2e)	129
Scope 2 Emissions (TCO2e)	118
Scope 3 Emissions (TCO2e)	11

Climate Active Carbon Neutral Electricity summary

Carbon Neutral electricity offset by Climate Active Product	Activity Data (kWh)	Emissions (kgCO2e)
-	0	0

Climate Active carbon neutral electricity is not renewable electricity. The emissions have been offset by another Climate Active member through their Product certification.



APPENDIX C: INSIDE EMISSIONS BOUNDARY

Non-quantified emission sources

The following emissions sources have been assessed as relevant, are captured within the emissions boundary, but are not measured (quantified) in the carbon inventory. They have been non-quantified due to <u>one</u> of the following reasons:

- 1. Immaterial <1% for individual items and no more than 5% collectively
- 2. **<u>Cost effective</u>** 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.

Relevant-non-quanti fied emission sources	(1) Immaterial	(2) Cost effective (but uplift applied)	(3) Data unavailable (but uplift applied & data plan in place)	(4) Maintenance
Water	No	Yes	No	No
Refrigerant	No	Yes	No	No



APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

Excluded emission sources

The below emission sources have been assessed as not relevant to this organisation'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. <u>Size</u> 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. <u>**Risk**</u> 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.

Emission sources tested for relevance	(1) Size	(2) Influence	(3) Risk	(4) Stakeholders	(5) Outsourcing	Included in boundary?
Capital goods	No	No	No	No	No	No
Downstream leased assets	No	No	No	No	No	No
Franchises	No	No	No	No	No	No
Investments	No	No	No	No	No	No





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