

PUBLIC DISCLOSURE STATEMENT

SENSE CREATIVE AGENCY


ORGANISATION CERTIFICATION
FY2021-22

Australian Government
Climate Active
Public Disclosure Statement



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Sense (AUS) Pty Ltd
REPORTING PERIOD	1 July 2021 – 30 June 2022 Arrears report
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>Guillaume Roux Director 17 July 2023</p>



Australian Government
Department of Industry, Science,
Energy and Resources

Public Disclosure Statement documents are prepared by the submitting organisation. The material in the Public Disclosure Statement documents represents the views of the organisation and do not necessarily reflect the views of the Commonwealth. The Commonwealth does not guarantee the accuracy of the contents of the Public Disclosure Statement document and disclaims liability for any loss arising from the use of the document for any purpose.

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



1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	29 tCO ₂ -e
OFFSETS BOUGHT	29
RENEWABLE ELECTRICITY	118.59%
TECHNICAL ASSESSMENT	Next technical assessment due: FY2023

Contents

1. Certification summary	3
2. Carbon neutral information	4
3. Emissions boundary	5
4. Emissions reductions	7
5. Emissions summary	8
6. Carbon offsets.....	10
7. Renewable Energy Certificate (REC) Summary	12
Appendix A: Additional Information	13
Appendix B: Electricity summary	14
Appendix C: Inside emissions boundary	16
Appendix D: Outside emissions boundary	17

2. CARBON NEUTRAL INFORMATION

Description of certification

This inventory has been prepared for the financial year from 1 July 2021 to 30 June 2022 for the Australian business operations of Sense Creative Agency.

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.

Organisation description

Sense (Aust) Pty Ltd, ABN 95 094 719 669, trading as Sense Creative Agency, is a multidisciplinary creative agency based in Melbourne with advertising, digital & design expertise. It has approximately 21 staff and an active portfolio of around 40 clients in diverse industries including property development, energy, consumer goods, publishing, 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."

3.EMISSIONS BOUNDARY

This is a small organisation certification, which uses the standard Climate Active small organisation 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 an organisation's or precinct's 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.

Inside emissions boundary		Outside emission boundary
<u>Quantified</u>	<u>Non-quantified</u>	<u>Excluded</u>
Accommodation and facilities	Refrigerants	N/A
Cleaning and Chemicals		
Climate Active Carbon Neutral Products and Services		
Electricity		
Food		
ICT services and equipment		
Office equipment & supplies		
Postage, courier and freight		
Products		
Professional services		
Transport (Air)		
Transport (Land and Sea)		
Waste		
Water		
Working from home		
	<u>Optionally included</u>	
	N/A	

Data management plan for non-quantified sources

There are no non-quantified sources in the emission boundary that require a data management plan.

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

4.EMISSIONS REDUCTIONS

Emissions reduction strategy

Our emissions have decreased from the base year (FY2020) by 63% therefore we have already achieved and succeeded the minimum 30% reduction. Our intention is to not only maintain our current level of total Scope 3 emissions over the next five years but reduce it by 5%.

Specifically, our target over the next five years is to:

- reduce telecommunications emissions by 15%
- reduce employee commute emissions by engaging in a staff engagement program to switch modes from private cars to public transport
- review all our 3rd party services and give preference to certified carbon neutral companies where there is a choice of supplier

Emissions reduction actions

Emissions from office furniture purchase decreased due to procurement choices (a one-off office refurbishment was completed in the last reporting period). Insurance emission increased due to the purchase being recorded for the first time. Telecommunications increased slightly due to organic growth.

In reference to the strategy outlined in our 2021 PDS, we succeeded in reducing our usage in this reporting period compared to the last in the areas of power, paper and travel for client meetings.

5.EMISSIONS SUMMARY

Emissions over time

Emissions since base year		Total tCO ₂ -e
Base year/Year 1:	2019-2020	43.67
Year 2:	2020-2021	40.99
Current Year/Year3:	2021-2022	28.23

Significant changes in emissions

Petrol: Medium car emissions have gone up because the kilometres travelled in cars during employee commute has risen from 13,463km to 24,450km. Thus, although total 'employee commuting' kilometres have decreased in total, it's likely there's been a mode shift (i.e., from commuting kilometres via public transport, to commuting via private car); the result of which has been an increase in GHG emissions.

Office furniture emissions have decreased as described above under 'Emission Reduction Actions'

Emission source name	Current year (tCO ₂ -e and/ or activity data)	Previous year (tCO ₂ -e and/ or activity data)	Detailed reason for change
Office Furniture	2.60	5.31	Procurement choices
Petrol: Medium Car	5.88	2.51	Reduction in WFH/increase in office commute
WFH Emissions	6.18	8.22	Reduction in WFH/increase in office commute

Use of Climate Active carbon neutral products and services

Sense use carbon neutral paper from Reflex, carbon neutral natural gas from Powershop, and carbon neutral flights from Jetstar (Qantas).

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

Organisation emissions summary

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

Emission category	Sum of Scope 1 (tCO ₂ -e)	Sum of Scope 2 (tCO ₂ -e)	Sum of Scope 3 (tCO ₂ -e)	Sum of total emissions (tCO ₂ -e)
Accommodation and facilities	0	0	0.00	0
Cleaning and Chemicals	0	0	0.99	0.99
Climate Active Carbon Neutral Products and Services	0	0	0	0
Electricity	0	0	0	0
Food	0	0	0.30	0.30
ICT services and equipment	0	0	3.51	3.51
Office equipment & supplies	0	0	3.59	3.59
Postage, courier and freight	0	0	0.18	0.18
Products	0	0	0.08	0.08
Professional services	0	0	4.13	4.13
Transport (Air)	0	0	0	0
Transport (Land and Sea)	0.71	0	6.86	7.57
Waste	0	0	0.39	0.39
Water	0	0	0.35	0.35
Working from home	0	0	6.18	6.18
Total	0.71	0.00	26.56	27.27

Uplift factors

An uplift factor is an upwards adjustment to the total carbon inventory to account for relevant emissions, which can't 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
Compulsory additional 5% of the total to be added for small organisations	1.36
Total of all uplift factors	1.36
Total footprint to offset <i>(total net emissions from summary table + total uplifts)</i>	28.63

6. CARBON OFFSETS

Offsets retirement approach

In arrears	
1. Total number of eligible offsets banked from last year's report	0
2. Total emissions footprint to offset for this report	29
3. Total eligible offsets required for this report	29
4. Total eligible offsets purchased and retired for this report	29
5. Total eligible offsets banked to use toward next year's report	0

Co-benefits

78 MW AKOCAK Hydroelectric Power Plant

The purpose of the project is to generate energy from the running waters of Karadere River. The electricity generation license has been awarded to AKENERJI Elektrik Uretimi ve Ticaret A.Ş. for a period of 49 years by the Turkish licensing authority named as Energy Market Regulatory Authority (EMRA). The project includes two weirs. The project will:

- Supplying clean energy from the implementation of a run of river type hydroelectric power plant
- Have no impact on protected areas; national parks; reserve sites; historical or cultural sites or grassland
- Provide local employment opportunities for a largely agricultural based work force in an area with limited agricultural use permitted

Orana Natural Capital Project

The 29 credits are stapled with an Australian vegetation offset from Bendigo, Victoria. The project is ambitious, encompassing regenerative farming, threatened species recovery and work into bio-links.

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 (%)	
78 MW AKOCAK Hydroelectric Power Plant; stapled with	VCUs	Verra	28 November 2022	<u>10579-</u>	2015	0	29	0	0	29	100%	
				<u>230001807-</u>								
				<u>230001835-VCS-</u>								
				<u>VCU-279-VER-</u>								
				<u>TR-1-535-</u>								
Orana Natural Capital Project	NCU	Vegetationlink	1 December 2022	<u>01012015-</u>	NA	29	0	0	0	29	-	
				<u>31122015-</u>								
Total offsets retired this report and used in this report 29												
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						
Verified Carbon Units (VCUs)						29						100%

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

N/A

APPENDIX A: ADDITIONAL INFORMATION

vegetationlink

Our reference: VLQ- VC_CFL-3071_01 VOL001- NCU-033

1 December 2022

Sue O'Neill
Sense Creative Agency
Level 2, 106 Victoria Street,
Fitzroy Vic 3065

Natural Capital Units issued

Dear Sue,

I can confirm that the following units have been recorded and allocated from the Orana Natural Capital Project:

Date	Project Reference	Serial Numbers	Amount
------	-------------------	----------------	--------

01.12.2022	Retired on behalf of Sense Creative Agency for their FY22 Climate Active certification.	22446-22474	29
------------	---	-------------	----

One Natural Capital Unit represents the permanent protection of one square metre of very high conservation significance native habitat in Serpentine, Victoria

Sincerely,



Mel Pritchard
Registrar

VegetationLink Pty Ltd
toll 92 169 702 032
www.vegetationlink.com.au

1500 VEG LINK (1300 834 546) • offsets@vegetationlink.com.au • PO Box 70 Castlemaine VIC 3450

APPENDIX B: ELECTRICITY SUMMARY

Electricity emissions are calculated using a market-based approach.

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 ₂ 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	13,156	0	100%
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)	2,446	0	19%
Residual Electricity	-2,446	-2,433	-19%
Total grid electricity	13,156	-2,433	100%
Total Electricity Consumed (grid + non grid)	13,156	-2,433	119%
Electricity renewables	15,602	0	
Residual Electricity	-2,446	-2,433	
Exported on-site generated electricity	0	0	
Emissions (kgCO ₂ e)		0	

*A minus Residual Electricity Emissions in kgCO₂e rounds to zero because the negative emissions can only be used to reduce electricity consumption emissions.
See electricity accounting rules for further information*

Total renewables (grid and non-grid)	118.59%
Mandatory	18.59%
Voluntary	100.00%
Behind the meter	0.00%
Residual Electricity Emission Footprint (TCO₂e)	0

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

Location Based Approach Summary

Location Based Approach	Activity Data (kWh)	Scope 2 Emissions (kgCO ₂ e)	Scope 3 Emissions (kgCO ₂ e)
ACT	0	0	0
NSW	0	0	0
SA	0	0	0
VIC	13,156	11,972	1,316
QLD	0	0	0
NT	0	0	0
WA	0	0	0
TAS	0	0	0
Grid electricity (scope 2 and 3)	13,156	11,972	1,316
ACT	0	0	0
NSW	0	0	0
SA	0	0	0
VIC	0	0	0
QLD	0	0	0
NT	0	0	0
WA	0	0	0
TAS	0	0	0
Non-grid electricity (Behind the meter)	0	0	0
Total Electricity Consumed	13,156	11,972	1,316

Emission Footprint (TCO₂e)	13
<i>Scope 2 Emissions (TCO₂e)</i>	<i>12</i>
<i>Scope 3 Emissions (TCO₂e)</i>	<i>1</i>

Carbon Neutral electricity offset by Climate Active Product	Activity Data (kWh)	Emissions (kgCO ₂ e)
N/A	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 sources emissions have been assessed as relevant, 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.

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
Refrigerant	Yes	No	No	No

APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

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.

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

N/A



An Australian Government Initiative





Sense (AUS) Pty Ltd

is certified

carbon neutral

by Climate Active for its

Australian business operations in 2021-22



An Australian Government Initiative



