



PUBLIC DISCLOSURE STATEMENT

**LEXUS AUSTRALIA
LEXUS UX 300E CAMPAIGN LAUNCH
APRIL - NOVEMBER 2021**

POST-EVENT REPORT

Australian Government
Climate Active
Public Disclosure Statement



An Australian Government Initiative



RESPONSIBLE ENTITY NAME	Lexus Australia
NAME OF EVENT	Lexus UX 300e Campaign Launch
EVENT DATE(S)	1 April 2021 – November 2021
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><i>Signature here</i></p> <p><i>Kieu</i></p> <p>Name of signatory Kieu Bui Tran - Manager, Position of signatory Strategic Marketing Date 15/09/23</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



1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	1,068 tCO ₂ -e
OFFSETS BOUGHT	100% ACCUs
RENEWABLE ELECTRICITY	18.54%
TECHNICAL ASSESSMENT (LARGE EVENT ONLY)	n/a
THIRD PARTY VALIDATION (LARGE REOCCURRING EVENT ONLY)	n/a

Contents

1. Certification summary	3
2. Carbon neutral information	4
3. Emissions boundary	5
4. Emissions reductions	8
5. Emissions summary	9
6. Carbon offsets	11
7. Renewable Energy Certificate (REC) Summary	12
Appendix A: Additional Information	14
Appendix B: Electricity summary	15
Appendix C: Inside emissions boundary	17
Appendix D: Outside emissions boundary	18

2. CARBON NEUTRAL INFORMATION

Description of certification

Event name: Lexus UX 300e Campaign Launch

Event date(s): April 2021 – November 2021

Event location(s): Sydney, NSW

Total attendees: 102

The Climate Active event calculator was used to prepare this carbon inventory, which is based on the *Climate Active Carbon Neutral Standard for Events*.

Event description

Lexus Australia has set out to achieve carbon neutrality for its marketing launch of the all-new fully electric UX 300e. The certification covers relevant activities for the Australian launch of Lexus' UX300e EV under a large 'portfolio of events' pathway between April and November 2021. These activities take place in the months leading up to the launch of the vehicle in November 2021 across Australia.

This certification encompasses a wide spectrum of campaign components such as creative, asset production events, sponsorship and execution as well as the management and attendance thereof. Participation is covered for all participants, including Lexus team members, external contractors within the agencies and on-site attendees.

Originally 3,000 guests were expected to attend across the events, with events taking place across Australia, with the majority of events occurring in Melbourne and Sydney. However, due to the impact of COVID-19 lockdowns in Australia across the second half of 2021, only three of the 11 events planned as part of the UX 300e marketing launch went ahead as originally planned.

As such, the post-event report for the Lexus UX 300e Campaign Launch covers a significantly reduced number of events than originally planned. Which has resulted in the post-event inventory being significantly lower than originally anticipated.

The final campaign components of the UX300e marketing launch included:

- Office based work including Lexus team and various agencies
- Lexus Melbourne Cup – Sydney Launch Event
- Production Shoot

No aspect of this launch and events have been certified carbon neutral before, making Lexus Australia the first to achieve this milestone, in hopes it will inspire and encourage others to follow.

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 event, 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 the event'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

Quantified

Office-based work:

- Business Travel
- Electricity
- Professional Services
- Staff commuting
- Waste and recycling
- Water usage

Melbourne Cup – Sydney Launch Event:

- Electricity
- Participant travel – Ground (incl shuttles), flights, accommodation
- Food and drink
- Waste and recycling
- Water usage

Production Shoot:

- Participant travel
- Food and drink
- Office equipment and supplies
- Waste
- Water usage

Non-quantified

Across all campaign components:

- Food waste
- Event preparation

Optionally included

N/A

Outside emission boundary

Excluded

N/A

Data collection – changes since the pre-event report

Emission source	Data collection method	Assumptions / conservative approach
Electricity	Estimated	Venue size calculated with the Climate Active Calculator
Food and Drink	Estimated	Assumed catering spend is equally weighted between food and alcohol
Office equipment and supply	Activity Data	Conservative emission factor used to calculate emissions
Participant travel	Activity data	Assumed 15% of attendees flew and 85% of attendees travelled by car
Professional services	Activity data	Conservative emission factor used to calculate emissions
Staff commute	Activity Data	Climate Active calculator used to estimate staff travel
Waste and recycling	Estimated	Climate Active calculator used to estimate total waste volumes
Water usage	Estimated	Climate Active calculator used to estimate water consumption per attendee

4. EMISSIONS REDUCTIONS

Emissions reduction measures

Due to the impacts of Covid-19 and resulting lockdowns, any emission reduction measures were not able to be implemented as originally intended.

However, due to the restrictions in place at the time, the three marketing events that took place all occurred on a much smaller scale than originally planned. This meant the number of people of site and business travel between different locations were all significantly reduced and have had a direct impact on the post-event inventory reported by Lexus.

5. EMISSIONS SUMMARY

Significant changes in emissions – pre-event vs post-event

Emission source name	Pre-event (tCO ₂ -e)	Post-event (tCO ₂ -e)	Detailed reason for change
Construction materials and services	1,112.5	0	Cancellation of events due to COVID-19
Air transport	349.2	4.07	Cancellation of events due to COVID-19
Electricity	161.0	30.76	Cancellation of events due to COVID-19
Accommodation and facilities	125.2	2.65	Cancellation of events due to COVID-19
Food	123.9	9.5	Cancellation of events due to COVID-19
Land and sea transport	81.6	19.24	Cancellation of events due to COVID-19
Office equipment and supplies	28.6	0.62	Cancellation of events due to COVID-19
Products	26.5	0	Cancellation of events due to COVID-19
Water	18	0.06	Cancellation of events due to COVID-19
Waste	12.1	1.51	Cancellation of events due to COVID-19

Use of Climate Active carbon neutral products and services

No Climate Active products or services have been used.

Event emissions summary

Office based work – Inventory

Emission category	Pre-event emissions (tCO ₂ -e)	Sum of total emissions (tCO ₂ -e)
Electricity	161.01	30.2
Professional Services	974.84	999.21
Transport (Land and Sea)	81.62	3.36
Waste	12.11	0.96
Water	17.98	0.05
Total net emissions	1,247.56	1,033.78
Difference between pre-event and post-event emissions		243.97

Melbourne Cup: Sydney Launch Event – Inventory

Emission category	Pre-event emissions (tCO ₂ -e)	Sum of total emissions (tCO ₂ -e)
Accommodation and facilities	125.16	2.65
Electricity	161.01	0.56
Food	123.93	6.43
Transport (Air)	349.21	0.71
Transport (Land and Sea)	81.62	1.82
Waste	12.11	0.39
Total net emissions	853.04	12.56
Difference between pre-event and post-event emissions		840.47

Production Shoot – Inventory

Emission category	Pre-event emissions (tCO ₂ -e)	Sum of total emissions (tCO ₂ -e)
Food	123.93	3.09
Office equipment & supplies	28.64	0.62
Transport (Land and Sea)	81.62	17.43
Waste	12.11	0.16
Water	17.98	0.02
Total net emissions	264.28	21.32
Difference between pre-event and post-event emissions		242.96

Note: As the pre-event report was calculated as a single inventory, the same values for each emission source have been repeated across the three inventories.

Uplift factors

No uplift factor has been applied to the inventory as conservative assumptions have been made when calculating the final inventory.

6. CARBON OFFSETS

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 (%)	
Lynwood Human-Induced Regeneration Project, NSW	ACCUs	ANREU	29 July 2021	3,792,530,132 - 3,792,530,997	2019-20	0	866	0	0	866	81%	
Wongalee Mervyndale and Rundalua Forest Regeneration Project, QLD	ACCUs	ANREU	29 July 2021	3,789,909,771 - 3,789,910,017	2019-20	0	247	0	45	202	19%	
Total offsets retired this report and used in this report										1,068		
Total offsets retired this report and banked for future reports									45			

Type of offset units	Quantity (used for this reporting period claim)	Percentage of total
Australian Carbon Credit Units (ACCUs)	1,068	100%

Co-benefits

EXTRAORDINARY IMPACT

OFFSET PROJECT CATEGORY OVERVIEW

Located in New South Wales and Queensland, these carbon farming projects work with landholders to regenerate and protect native vegetation. The projects help improve marginal land, reduce salinity and erosion and provide income to farmers. Widespread land clearing has significantly impacted local ecosystems. This degradation and loss of plant species threatens the food and habitat on which other native species rely. Clearing allows weeds and invasive animals to spread and affects greenhouse gas emissions.

The project areas can harbour a number of indigenous plant species which provide important habitat and nutrients for native wildlife. By erecting fencing and actively managing invasive species, these projects avoid emissions caused by clearing and achieve key environmental and biodiversity benefits.

The projects meet the following Sustainable Development Goals



BRINGING BUSH BACK
- AUSTRALIA -



7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

The following RECs have been surrendered to reduce electricity emissions under the market-based reporting method.


1. Large-scale Generation certificates (LGCs)*	0
2. Other RECs	0

* LGCs in this table only include those surrendered voluntarily (including through PPA arrangements), and does not include those surrendered in relation to the LRET, GreenPower, and jurisdictional renewables.

Project supported by LGC purchase	Eligible units	Registry	Surrender date	Accreditation code (LGCs)	Certificate serial number	Generation year	Quantity (MWh)	Fuel source	Location
<i>Total LGCs surrendered this report and used in this report</i>							0		

APPENDIX A: ADDITIONAL INFORMATION

Screenshot of offset registry



Australian National Registry of Emissions Units

Logged in as: Andrew Grant / Industry User

ANREU Home

Account Holders

Accounts

Unit Position Summary

Projects

Transaction Log

CER Notifications

Public Reports

My Profile

Transaction Details

Transaction details appear below.

✔ Transaction Successfully Approved

Transaction ID	AU19305
Current Status	Completed (4)
Status Date	29/07/2021 16:45:06 (AEST) 29/07/2021 06:45:06 (GMT)
Transaction Type	Cancellation (4)
Transaction Initiator	Grant, Andrew William Thorold
Transaction Approver	Grant, Andrew William Thorold
Comment	Refired on behalf of Lexus Australia for its launch campaign of the UX 300e.

Transferring Account

Account Number	AU-2734
Account Name	Tasman Environmental Markets Pty Ltd
Account Holder	Tasman Environmental Markets Pty Ltd

Acquiring Account

Account Number	AU-1068
Account Name	Austrais Voluntary Cancellation Account
Account Holder	Commonwealth of Australia

Transaction Blocks

Party	Type	Transaction Type	Original CP	Current CP	ERF Project ID	NGER Facility ID	NGER Facility Name	Safeguard	Kyoto Project #	Vintage	Expiry Date	Serial Range	Quantity
AU	KACCU	Voluntary ACCU Cancellation			EQP100945					2019-20		3,800,458,821 - 3,800,460,420	1,600
AU	KACCU	Voluntary ACCU Cancellation			ERF101634					2019-20		3,789,905,888 - 3,789,906,197	310
AU	KACCU	Voluntary ACCU Cancellation			ERF101634					2019-20		3,789,920,059 - 3,789,920,368	310
AU	KACCU	Voluntary ACCU Cancellation			ERF101634					2019-20		3,789,909,771 - 3,789,910,017	247
AU	KACCU	Voluntary ACCU Cancellation			ERF101280					2019-20		3,792,530,132 - 3,792,530,997	866

APPENDIX B: ELECTRICITY SUMMARY

Electricity emissions for Lexus UX 300e launch were calculated using a market-based approach

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.

Market Based Approach Summary			
Market Based Approach	Activity Data (kWh)	Emissions (kgCO2e)	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)	6,911	0	19%
Residual Electricity	30,367	30,195	0%
Total grid electricity	37,278	30,195	19%
Total Electricity Consumed (grid + non grid)	37,278	30,195	19%
Electricity renewables	6,911	0	
Residual Electricity	30,367	30,195	
Exported on-site generated electricity	0	0	
Emissions (kgCO2e)		30,195	
Total renewables (grid and non-grid)	18.54%		
Mandatory	18.54%		
Voluntary	0.00%		
Behind the meter	0.00%		
Residual Electricity Emission Footprint (TCO2e)	30		
<i>Figures may not sum due to rounding. Renewable percentage can be above 100%</i>			

Location Based Approach Summary

Location Based Approach	Activity Data (kWh)	Scope 2 Emissions (kgCO2e)	Scope 3 Emissions (kgCO2e)
ACT	0	0	0
NSW	37,278	29,077	2,609
SA	0	0	0
Vic	0	0	0
Qld	0	0	0
NT	0	0	0
WA	0	0	0
Tas	0	0	0
Grid electricity (scope 2 and 3)	37,278	29,077	2,609
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	37,278	29,077	2,609

Emission Footprint (TCO2e)	32
Scope 2 Emissions (TCO2e)	29
Scope 3 Emissions (TCO2e)	3

Climate Active Carbon Neutral Electricity summary

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

Relevant-non-quantified emission sources	(1) Immaterial	(2) Cost effective (but uplift applied)
Food waste	No	No
Event preparation	No	No

APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

Excluded emission sources

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 event’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 event’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 event’s boundary, or from outsourced activities typically undertaken within the boundary for comparable events.

Emission sources tested for relevance	(1) Size	(2) Influence	(3) Risk	(4) Stakeholders	(5) Outsourcing	Included in boundary?
Electricity	Automatically deemed relevant					
Attendee travel	Automatically deemed relevant					
Food and drink	Automatically deemed relevant					
Accommodation	Automatically deemed relevant					
Waste	No	Yes/	No	Yes	Yes	Yes
Water	No	Yes	No	Yes/	No	Yes
Event preparation	No	Yes	No	No	No	No
Diesel for generators	No	Yes	No	No	No	No
Marketing & Advertising	Yes	Yes	No	Yes	Yes	Yes



An Australian Government Initiative

