

PUBLIC DISCLOSURE STATEMENT

ATOMIC 212 MEDIA PTY LTD

ORGANISATION CERTIFICATION FY2022–23

Australian Government

Climate Active Public Disclosure Statement





An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Atomic 212 Media Pty Ltd, trading as atomic 212
REPORTING PERIOD	Financial year 1 July 2022- 30 th June 2023 Arrears 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.
	James Dixon Director 18th March 2024



Australian Government

Department of Climate Change, Energy, the Environment and Water

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Version August 2023.



1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	1,182 tCO ₂ -e
CARBON OFFSETS USED	100% ACCUs
RENEWABLE ELECTRICITY	N/A
CARBON ACCOUNT	Prepared by: EnergyLink Services Pty Ltd
TECHNICAL ASSESSMENT	10 June 2022 Philip Link EnergyLink Services Pty Ltd Next technical assessment due: FY2024-2025 reporting period

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2. CERTIFICATION INFORMATION

Description of certification

This certification includes emissions between 1 Jully 2022 and 30th June 2023, 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 optimise paid, earned and owed 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.



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 an organisation'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

Accommodation and facilities

Cleaning and Chemicals

Electricity

Food

ICT services and equipment

Office equipment and supplies

Postage courier and freight

Professional services

Taxi and Uber

Transport (air)

Transport (land)

Waste

Working from home

Non-quantified

Water

Refrigerants

Outside emission boundary

Excluded

Downstream leased assets

Franchises

Assets



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 utilise video conferencing technology where possible to minimise 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 FY2028 and 30% reduction by 2030, from a 2022-23 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).
- Move to carbon neutral paper

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 sustainable commuting e.g., walking/running/cycling to work.
 - Utilising video conference technology to avoid travel emissions.
 - Buying recycled products to prevent waste-to-landfill.

Emissions reduction actions

Atomic 212 focused on reducing and eliminating office-based paper use.

Atomic 212 also engaged with staff on opportunities to reduce waste, energy and water in our offices and homes and encouraged staff to work from home where possible (3 days a week).



5.EMISSIONS SUMMARY

Emissions over time

Emissions since base year					
Total tCO2-e (without uplift) Total tCO2-e (with uplift)					
Base year/Year 1	2021-22	564.28	569.92		
Year 2:	2022-23	1,170.20	1,181.90		

Significant changes in emissions

Emission source	Previous year emissions (t CO ₂ -e)	Current year emissions (t CO ₂ -e)	Reason for change
Subscriptions & periodicals	67.38	311.51	Organic business growth
Short economy class flights	34.29	145.12	Organic business growth
Total tCO₂-e (with uplift)	569.92	1,181.90	Atomic 212°'s base year was calculated during Covid19 effect years. This reporting period reflects organic business growth as well as a return to more standard business activity levels.

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

Certified brand name	Service used
EnergyLink Services	Consulting
Qantas	Flights



Emissions summary

The electricity summary is available in the Appendix B. Electricity emissions were calculated using a location-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 (t CO ₂ -e)
Accommodation and facilities	-	-	30.5	30.5
Cleaning and chemicals	-	-	10.8	10.8
Climate Active carbon neutral products and services	-	-	-	-
Electricity	-	108.6	10.2	118.8
Food	-	-	53.8	53.8
ICT services and equipment	-	-	71.7	71.7
Machinery and vehicles	-	-	2.8	2.8
Office equipment and supplies	-	-	19.4	19.4
Postage, courier and freight	-	-	0.8	0.8
Professional services	-	-	485.6	485.6
Refrigerants	-	-	-	-
Stationary energy (gaseous fuels)	-	-	-	-
Transport (air)	-	-	175.0	175.0
Transport (land and sea)	-	-	48.6	48.6
Waste	-	-	99.4	99.4
Water	-	-	-	-
Working from home	-	-	53.0	53.0
Total	-	108.64	1,061.56	1,170.20

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	11.70
Total of all uplift factors	11.70
Total footprint to offset (total net emissions from summary table + total uplifts)	1,182



6.CARBON OFFSETS

Offsets retirement approach

This certification has taken an in-arrears offsetting approach. The total emissions to offset are 1,182 tCO_2 -e. The total number of eligible offsets used in this report is 1,182. Of the total eligible offsets used, 30 were previously banked and 1,152 were newly purchased and retired. 0 are remaining and have been banked for future use.

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.





Wilinggin Fire Project

The Wilinggin Fire Project, located in the Wilinggin Indigenous Protected Area and managed by the Ngarinyin people, involves strategic and planned burning of savanna areas in the high rainfall zone during the early dry season to reduce the risk of late dry season wild fires. Wilinggin's Fire Project reduces greenhouse gas emissions and creates an income stream for the local communities. The project has recently been awarded the 100 millionth carbon credit by the Australian Government under the Emission Reductions Fund.

The project employs traditional land-owners as rangers and fire-specialists to conduct annual cool burns in return for carbon credits. Savanna fire management is recognised as an approved activity under the scheme. The Wilinggin savanna fire program has been core to Ngarinyin people being able to speak up for country, to build a strong corporation and to look after country and culture.



Eligible offsets retirement summary

Offsets retired for Climate Active 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	2021-22	0	600	570	0	30	2.5%
Wilinggin Fire Project	ACCUs	ANREU	5 December 2023	8,332,593,065 - 8,332,594,216	2021-22	0	1,152	0	0	1,152	97.5%
Total eligible offsets retired and use								sed for this report	1,182		
Total eligible offsets retired this report and banked for use in future reports						0					

Type of offset units	Eligible quantity (used for this reporting period)	Percentage of total
Australian Carbon Credit Units (ACCUs)	1,182	100%



3 June 2022

To whom it may concern,

Voluntary cancellation of units in ANREU

This letter is confirmation of the voluntary cancellation of units in the Australian National Registry of Emissions Units (ANREU) by ANREU account holder, The Sigma Global Company Pty Limited (Account number AU-2617)

The details of the cancellation are as follows:

Date of transaction	2 June 2022
Transaction ID	AU22444
Type of units	KACCU
Total Number of units	600
Vintage	2021-22
Serial number range	8,330,169,585 - 8,330,170,184 (ERF103013)
Associated ERF Project Name(s)	Wongalara Carbon Abatement
Transaction comment	Cancelled to meet Atomic 212 Pty Ltd Financial Year 2021-22
	Climate Active Carbon Neutral certification requirements.

Details of all voluntary cancellations in the ANREU are published on the Clean Energy Regulator's website, http://www.cleanenergyregulator.gov.au/OSR/ANREU/Data-and-information.

If you require additional information about the above transaction, please email registry-contact@cer.gov.au

Yours sincerely,

David O'Toole ANREU and International NGER and Safeguard Branch Scheme Operations Division Clean Energy Regulator registry-contact@cer.gov.au www.cleanenergyregulator.gov.au





7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

N/A

APPENDIX A: ADDITIONAL INFORMATION

N/A



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 location-based approach.



Market-based approach summary			
Market-based approach	Activity Data (kWh)	Emissions (kg CO 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)	0	0	0%
GreenPower	0	0	0%
Climate Active precinct/building (voluntary renewables)	0	0	0%
Precinct/Building (LRET)	0	0	0%
Precinct/Building jurisdictional renewables (LGCS surrendered)	0	0	0%
Electricity products (voluntary renewables)	0	0	0%
Electricity products (LRET)	0	0	0%
Electricity products jurisdictional renewables (LGCs surrendered)	0	0	0%
Jurisdictional renewables (LGCs surrendered)	0	0	0%
Jurisdictional renewables (LRET) (applied to ACT grid electricity)	0	0	0%
Large Scale Renewable Energy Target (applied to grid electricity only)	26,594	0	19%
Residual Electricity	114,863	109,694	0%
Total renewable electricity (grid + non grid)	26,594	0	19%
Total grid electricity	141,457	109,694	19%
Total electricity (grid + non grid)	141,457	109,694	19%
Percentage of residual electricity consumption under operational control	100%		
Residual electricity consumption under operational control	114,863	109,694	
Scope 2	101,438	96,873	
Scope 3 (includes T&D emissions from consumption under operational control)	13,426	12,821	
Residual electricity consumption not under operational control	0	0	
Scope 3	0	0	

Total renewables (grid and non-grid)	18.80%
Mandatory	18.80%
Voluntary	0.00%
Behind the meter	0.00%
Residual scope 2 emissions (t CO ₂ -e)	96.87
Residual scope 3 emissions (t CO ₂ -e)	12.82
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO_2 -e)	96.87
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	12.82
Total emissions liability (t CO ₂ -e)	109.69
Figures may not sum due to rounding. Renewable percentage can be above 100%	

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



Location-based approach summary							
Location-based approach	Activity Data (kWh) total	Unde	er operational	Not under operational control			
Percentage of grid electricity consumption under operational control	100%	(kWh)	Scope 2 Emissions (kgCO ₂ -e)	Scope 3 Emissions (kgCO ₂ -e)	(kWh)	Scope 3 Emissions (kgCO ₂ -e)	
ACT	0	0	0	0	0	0	
NSW	72,319	72,319	52,793	4,339	0	0	
SA	0	0	0	0	0	0	
VIC	52,259	52,259	44,421	3,658	0	0	
QLD	12,190	12,190	8,899	1,829	0	0	
NT	4,689	4,689	2,532	328	0	0	
WA	0	0	0	0	0	0	
TAS	0	0	0	0	0	0	
Grid electricity (scope 2 and 3)	141,457	141,457	108,644	10,154	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)	141,457						

Residual scope 2 emissions (t CO ₂ -e)	108.64
Residual scope 3 emissions (t CO ₂ -e)	10.15
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)	108.64
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)	10.15
Total emissions liability	118.80

Operations in Climate Active buildings and precincts

Operations in Climate Active buildings and precincts	Electricity consumed in Climate Active certified building/precinct (kWh)	Emissions (kg CO₂-e)				
N/A	0	0				
Climate Active carbon neutral electricity is not renewable electricity. These electricity emissions have been offset by another Climate Active member through their building or precinct certification. This electricity consumption is also included in the market based and						

Active member through their building or precinct certification. This electricity consumption is also included in the market based and location-based summary tables. Any electricity that has been sourced as renewable electricity by the building/precinct under the market-based method is outlined as such in the market-based summary table.



Climate Active carbon neutral electricity products

Climate Active carbon neutral product used	Electricity claimed from	Emissions
	Climate Active electricity	(kg CO ₂ -e)
	products (kWh)	
N/A	0	0
Climate Active carbon neutral electricity is not renewable electricity. Th Active member through their electricity product certification. This electr location-based summary tables. Any electricity that has been sourced a market-based method is outlined as such in the market-based summar	nese electricity emissions have been of icity consumption is also included in t as renewable electricity by the electric ty table.	offset by another Climate the market based and city product under the



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-quantified emission sources	Justification reason
Water	Quantification is not cost effective relative to the size of the emission but uplift applied
Refrigerants	Quantification is not cost effective relative to the size of the emission but uplift applied

Data management plan for non-quantified sources

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



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. <u>Influence</u> 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. **<u>Stakeholders</u>** Key stakeholders deem the emissions from a particular source are relevant.
- <u>Outsourcing</u> The emissions are from outsourced activities previously undertaken within the organisation's boundary, or from outsourced activities typically undertaken within the boundary for comparable precincts.

Excluded emissions sources summary

See table on next page.



Emission sources tested for relevance	Size	Influence	Risk	Stakeholders	Outsourcing	Justification
Downstream leased assets	Y	Ν	Ν	Ν	Ν	 Size: The emissions source is unlikely to be large compared to the total emissions from electricity, stationary energy and fuel emissions Influence: We do not have the potential to influence the emissions from this source, including by shifting to a different lower-emissions supplier for our business. Risk: There are no relevant laws or regulations that apply to limit emissions specifically from this source, the source does not create supply chain risks, and it is unlikely to be of significant public interest. Stakeholders: Key stakeholders, including the public, are unlikely to consider this a relevant source of emissions for our business. Outsourcing: We have not previously undertaken this activity within our emissions boundary and comparable organisations do not typically undertake this activity within their boundary.
Franchises	Y	Ν	Ν	Ν	Ν	 Size: The emissions source is unlikely to be large compared to the total emissions from electricity, stationary energy and fuel emissions Influence: We do not have the potential to influence the emissions from this source, including by shifting to a different lower-emissions supplier for our business. Risk: There are no relevant laws or regulations that apply to limit emissions specifically from this source, the source does not create supply chain risks, and it is unlikely to be of significant public interest. Stakeholders: Key stakeholders, including the public, are unlikely to consider this a relevant source of emissions for our business. Outsourcing: We have not previously undertaken this activity within our emissions boundary and comparable organisations do not typically undertake this activity within their boundary.



Emission sources tested for relevance	Size	Influence	Risk	Stakeholders	Outsourcing	Justification
Assets	Y	Ν	Ν	Ν	N	 Size: The emissions source is unlikely to be large compared to the total emissions from electricity, stationary energy and fuel emissions Influence: We do not have the potential to influence the emissions from this source, including by shifting to a different lower-emissions supplier for our business. Risk: There are no relevant laws or regulations that apply to limit emissions specifically from this source, the source does not create supply chain risks, and it is unlikely to be of significant public interest. Stakeholders: Key stakeholders, including the public, are unlikely to consider this a relevant source of emissions for our business. Outsourcing: We have not previously undertaken this activity within our emissions boundary and comparable organisations do not typically undertake this activity within their boundary.







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