



PUBLIC DISCLOSURE STATEMENT

HOWATSON NEWCO PTY LTD

ORGANISATION CERTIFICATION

FY2023-24

Australian Government


Climate Active Public Disclosure Statement

HOWATSON
+COMPANY



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Howatson and Company Pty Ltd, (trading as Howatson+Company)
REPORTING PERIOD	Financial Year July 2023– 30 June 2024 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>Chris Howatson Founder & CEO 27.11.2024</p>



Australian Government

Department of Climate Change, Energy,
the Environment and Water

Public Disclosure Statement documents are prepared by the submitting organisation. The material in the Public Disclosure Statement document 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 9.

1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	5181 tCO ₂ -e
CARBON OFFSETS USED	4.01% ACCUs, 95.99% VCU
RENEWABLE ELECTRICITY	18.72%
CARBON ACCOUNT	Prepared by: Pathzero
TECHNICAL ASSESSMENT	Next technical assessment due: FY 2025

Contents

1. Certification summary	3
2. Certification information	4
3. Emissions boundary	5
4. Emissions reductions	7
5. Emissions summary	10
6. Carbon offsets	12
7. Renewable Energy Certificate (REC) Summary	15
Appendix A: Additional Information	16
Appendix B: Electricity summary	17
Appendix C: Inside emissions boundary	20
Appendix D: Outside emissions boundary	21

2.CERTIFICATION INFORMATION

Description of certification

This carbon inventory has been prepared for the financial year from 1 July 2023 to 30 June 2024.

The emissions boundary has been defined based on the operational control approach. The boundary comprises the business operations of Howatson Newco Pty Ltd, ABN 36 653 256 476.

The greenhouse gases included in the inventory include all those that are reported under the Kyoto Protocol: carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulphur hexafluoride (SF₆). All emissions are reported in tonnes of carbon dioxide equivalent (t CO₂e) and uses relative global warming potentials (GWPs).

Note: The services provided by Howatson and Company Pty Ltd are not included as part of this certification.

Organisation description

Howatson Newco Pty Ltd provides advertising and communications services covering the development and production of advertising and communication materials, media planning and buying, and the development of digital and technology products. Howatson Newco Pty Ltd, trading as Howatson+Company (ABN 36 653 256 476), has no child companies.

Howatson Newco Pty Ltd has two office locations:

- 85 Commonwealth St, Surry Hills NSW 2010, Australia
- 88 Chapel St, Windsor VIC 3181, Australia

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
- Base Building
- Cleaning and chemicals
- Climate Active carbon neutral products and services
- E-commerce shipping
- Electricity
- Food
- ICT services and equipment
- Office equipment and supplies
- Postage, courier and freight
- Professional services
- Refrigerants
- Staff commuting
- Stationary energy
- Transport (air)
- Transport (land and sea)
- Waste
- Working from home

Non-quantified

N/A

Optionally included

N/A

Outside emission boundary

Excluded

N/A

4.EMISSIONS REDUCTIONS

Emissions reduction strategy

Introduction

Our Climate Active certification has allowed Howatson+Company to begin delivering on our promise to our clients, our staff and our industry. Our company values and commitment are to impact people, culture and the world. We believe we have the power to use our position in the communications industry, to influence and shape the future for our generation and generations thereafter.

At Howatson+Company, we are not content in waiting for legislation to enforce this shift in mindset and operations but as a leader in our industry, we believe we can provide leadership and guidance for the industry to follow our path, by sharing our learnings and commitments and demonstrating this through achieving the ultimate mark of commitment, by gaining Climate Active certification.

Whilst we commit to measure and reduce our offsets each year, we make a greater commitment to finding alternative ways to operate our business and educate our people, to result in lowering our emissions year on year.

We are at the beginning of our 30yr journey to build a legacy for people, culture and the world.

Emissions reduction strategy

Howatson+Company is committed to continually improving processes to minimise and where possible eliminate environmental risks. Howatson+Company is planning to reduce its most significant emissions sources by implementing the following emissions reduction strategy. We are committed to putting measures in place to continue reducing our overall footprint, even as we experience organic business growth. This is something we are focused on moving forward and will look to review each year, as to where we are seeing the most impact in reductions occurring.

1. Professional services

Reduce Professional services emissions to 8% by 2027 compared to the base year (FY2022). To reduce these, we have implemented the following initiatives and measures:

- Supply chain: Assess the environmental credentials of suppliers to ensure values are aligned. This is an initiative we are looking to do as an organization-wide practice, not just in professional services. We will develop criteria for us to cross-check our suppliers against, to ensure that they are meeting our carbon reduction strategy, where possible, and prioritise these suppliers over others.
- Sustainability committee: Create an internal workplace sustainability committee (Green Team) to drive emission reduction opportunities and track progress over time. This has already been established as a part of this submission but will be expanded upon to ensure we stay on target and on track with our commitments.

2. ICT services and equipment

Reduce ICT services and equipment emissions to 8% by 2027 compared to the base year (FY2022). To reduce these, we have implemented the following initiatives and measures:

- End-of-life purchasing: Only purchase new IT/telecommunications equipment when required or at end of life. This is something we can look to do now that we have reached a certain organizational size and ensure that we are re-homing equipment where possible.
- Use laptops: Use laptop computers for staff (consume 90% less energy than desktop computers). We will ensure that all FTEs have laptop computers, where possible, and look to how to make greener choices with the desktop computers that we require for standard operations.

3. Staff commuting

Reduce staff commuting emissions to 8% by 2027 compared to the base year (FY2022). To reduce these, we have implemented the following initiatives and measures:

- Promote workplace sustainability: Through existing communication channels, we will promote sustainability within our workplace. This includes educating staff on behavioral changes that can be made to be more sustainable and more cognizant on reducing individual impacts while undertaking daily activities/tasks. This will be led by our Green Team and assessed over time.
- Sustainability Challenges: Engage FTEs in sustainability challenges to promote education and awareness on key sustainability issues. Challenges can target area such as: waste reduction, sustainable commuting, and energy efficiency and reduction.

4. Food and catering

Reduce food and catering emissions to 8% by 2027 compared to the base year (FY2022). To reduce these, we have implemented the following initiatives and measures:

- Source local: Use catering companies that source food locally and seasonally. This will also include convenience delivery services and look to ways that we can reduce and pool these deliveries where possible.
- Sustainability committee: Create an internal workplace sustainability committee to drive emission reduction opportunities and track progress over time. This has already been established as a part of this submission but will be expanded upon to ensure we stay on target and on track with our commitments.

5. Office furniture

Reduce office furniture emissions to 8% by 2027 compared to the base year (FY2022). To reduce these, we have implemented the following initiatives and measures:

- Carbon neutral services/products: Use carbon neutral service/product providers. We will also aim to reduce our purchasing of office equipment and reuse where possible.

6. Electricity (Scope 2)

For our business operation's electricity consumption, we have investigated switching to 100% of Green power across all office locations. We plan to implement this across each office location.

7. Air Transport

We will source carbon neutral supply for this where possible, through Climate Active certified suppliers in FY2023. Additionally, we aim to limit travel to business necessity only, encouraging virtual meetings and remote collaboration to further reduce our carbon footprint.

Emissions reduction actions

Howatson+Company, are focused on ways to reduce our footprint overall.

Regardless of the significant organic growth we have had in the business, we have made concerted efforts to make reductions where possible, or minimise the impact of growth.

Some areas of focus, delivering on our commitments have been:

- A focus on reduction in emissions relating to shipping, and printing and stationery. We achieved this by optimising shipping routes for efficiency and adopted digital workflows to reduce the need for printing, and sourcing eco-friendly stationery materials.
- Focus on reuse of ICT equipment – We have reused and rehomed laptop computers for staff, rather than having purchased new equipment for every new staff member.
- Focus on reduction in Staff Commuting – while our staff commuting emission have increased, our work from home emissions have reduced.
- A focus on food & catering – We have seen a reduction in food and catering; where possible, we have sourced local and avoided incurring a delivery footprint by walking to pick up catering.

It is unlikely we will see such significant organic business growth in the next reporting period, and staff now have a deeper level of education and awareness, and we will put greater supply chain criteria in place for ancillary business requirements.

5.EMISSIONS SUMMARY

Emissions over time

Emissions since base year			
		Total tCO ₂ -e (without uplift)	Total tCO ₂ -e (with uplift)
Base year/Year 1:	2021-22	1,416.58	N/A
Year 2:	2022-23	3,144.33	N/A
Year 3:	2023-24	5180.20	N/A

Significant changes in emissions

Significant changes in emissions			
Emission source	Previous year emissions (t CO ₂ -e)	Current year emissions (t CO ₂ -e)	Reason for change
Advertising services	2301.18	3593.61	<p>The increase in advertising services for Carbon Neutral Certification can be attributed to our significant business growth and expanded operational needs during the reporting period. We secured 20 new client projects, including several media clients, resulting in a 50% surge in media spend. This growth also drove an increase in production shoots outside Victoria and New South Wales, including internationally, to meet project demands. Furthermore, the establishment of a new office in Sydney required investments in construction, materials, and office furniture to support our growing team. Additionally, air travel for overseas award judging, international film shoots, and servicing clients based out of state further underscores the expanded scope of our operations. These developments collectively justify the need for an elevated focus on advertising services to maintain alignment with our sustainability goals amidst the growing scale of our activities.</p>

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

Certified brand name	Product/Service/Building/Precinct used
AGL	Product

Emissions summary

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

Emission category	Scope 1 emissions (tCO ₂ -e)	Scope 2 emissions (tCO ₂ -e)	Scope 3 emissions (tCO ₂ -e)	Total emissions (t CO ₂ -e)
Accommodation and facilities	0.00	0.00	14.82	14.82
Cleaning and Chemicals	0.00	0.00	43.27	43.27
Climate Active carbon neutral products and services	0.00	0.00	0.00	0.00
Construction Materials and Services	0.00	0.00	688.84	688.84
Electricity	0.00	20.34	33.17	53.51
Food	0.00	0.00	77.03	77.03
ICT services and equipment	0.00	0.00	127.79	127.79
Office equipment & supplies	0.00	0.00	117.15	117.15
Postage, courier and freight	0.00	0.00	1.01	1.01
Professional Services	0.00	0.00	3737.85	3737.85
Refrigerants	0.00	0.00	0.00	0.00
Stationary energy (gaseous fuels)	0.00	0.00	0.00	0.00
Stationary energy (liquid fuels)	0.00	0.00	0.00	0.00
Stationary energy (solid fuels)	0.00	0.00	0.00	0.00
Transport (Air)	0.00	0.00	137.00	137.00
Transport (Land and Sea)	0.00	0.00	103.77	103.77
Waste	0.00	0.00	61.89	61.89
Working from home	0.00	0.00	16.26	16.26
Total emissions (tCO₂-e)	0.00	20.34	5159.86	5180.20

Uplift factors

N/A

6. CARBON OFFSETS

Eligible offsets retirement summary

Offsets retired for Climate Active certification

Type of offset unit	Quantity used for this reporting period	Percentage of total units used
Australian Carbon Credit Units (ACCUs)	208	4.01%
Verified Carbon Units (VCUs)	4974	95.99%

Project name	Type of offset unit	Registry	Date retired	Serial number	Vintage	Total quantity retired	Quantity used in previous reporting periods	Quantity banked for future reporting periods	Quantity used for this reporting period	Percentage of total used this reporting period
New Leaf Project	ACCU	ANREU	11/27/2024	SN 8999219344 8999219447	2023-24	104	0	0	104	2.01%

Thiaki Rainforest	ACCU	ANREU	11/27/2024	SN 8332202443 8332202546	2021- 22	104	0	0	104	2.01%
April Salumei	VCU	Verra Registry	11/27/2024	17374-VCS- VCU-352-VER- PG-14-1122- 01012014- 31122014-0	2014	4974	0	1	4973	95.99%

Co-benefits

To offset our emissions, we've invested in impactful, certified carbon offset projects under the Climate Active and Australian Government frameworks. These include:

New Leaf Carbon Project, Tasmania

A project conserving 12,000 hectares of Tasmanian forest, ensuring the sequestration of 380,875 tonnes of CO₂ over 25 years while supporting habitats for species like the Tasmanian devil and wedge-tailed eagle.

April Salumei Rainforest Conservation, Papua New Guinea

A project protecting 200,000 hectares of pristine rainforest and avoiding 1.8 million tonnes of CO₂ emissions annually. This project engages 164 land groups and supports sustainable development for over 15,000 local people.

Thiaki Rainforest Restoration, Queensland

A project restoring degraded grasslands through native species plantings and removing 26,676 tonnes of CO₂. The project also fosters biodiversity and resilience, providing critical habitat for species like the Southern Cassowary.

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

N/A

APPENDIX A: ADDITIONAL INFORMATION


Australian National Registry of Emissions Units

[Home](#)
[Account Overview](#)
[Accounts](#)
[2010 Position Summary](#)
[Projects](#)
[Transaction Log](#)
[LSE Notifications](#)
[Issue Reports](#)
[My Profile](#)

Logged in as: **Walter Thomas** | [Logout](#)

Transaction Details

Transaction details appear below.

Transaction ID	3027540
Current Status	Completed (S)
Issue Date	27/10/2014 16:34:34 (AEST)
	27/10/2014 16:34:34 (AEST)
Transaction Type	Cancellation (S)
Transaction Initiator	Queensland Profile
Transaction Approver	Queensland Approver
Comments	Notified by TCE on behalf of Queensland Company for their FZCE organisational emissions.

Transferring Account

Account Number	300-1234
Account Name	Queens Environmental Markets Australia Pty Ltd
Account Holder	Queens Environmental Markets Australia Pty Ltd

Receiving Account

Account Number	300-1234
Account Name	Australia Voluntary Cancellation Account
Account Holder	Commonwealth of Australia

Transaction Details

Date	Unit	Transaction Type	Original ID	Current ID	125 Tons/2012	2013 Facility ID	2013 Facility Name	Subproject ID	Native Project ID	Offset	2013 Emissions	2013 Status	2013 Status	2013 Status
01	4000.00	Members AGU Cancellation			40000000					4000.00				
01	4000.00	Members AGU Cancellation			40000000					4000.00				

RETIRED UNITS																
From Vintage	To Vintage	Serial Number	Quantity of Units	Unit Type	Project ID	Project Name	Project Type	Additional Resource Certifications	Origination Program	Project Site State/Province	Project Country/Area	Account Holder	Retirement Reason	Beneficial Owner	Retirement Reason Details	Date of Retirement
01/01/2014	31/12/2014	17324- 827194455- 827194459- VCS-VOLU- 352-VER-PG- 14-1123- 00012014- 31122014-0	40%	VOLU	1123	Afriq Solaires Reforested Community Conservation Project	Agriculture, Forestry and Other Land Use			East Sepik province	Papua New Guinea (PNG)	Tesman Environmental Markets Australia Pty Ltd	Retirement for Personal Organization	Hewatson and Company Pty Ltd	Retired by TESM on behalf of Hewatson+Company for their FYQ4 organizational emissions.	27/11/2024

1 - 1 - 1

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)	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)	7,064	0	10%
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)	5,783	0	8%
Residual Electricity	55,783	50,762	0%
Total renewable electricity (grid + non grid)	12,848	0	19%
Total grid electricity	68,630	50,762	19%
Total electricity (grid + non grid)	68,630	50,762	19%
Percentage of residual electricity consumption under operational control	100%		
Residual electricity consumption under operational control	55,783	50,762	
Scope 2	49,653	45,184	
Scope 3 (includes T&D emissions from consumption under operational control)	6,130	5,578	
Residual electricity consumption not under operational control	0	0	
Scope 3	0	0	

Total renewables (grid and non-grid)	18.72%
Mandatory	18.72%
Voluntary	0.00%
Behind the meter	0.00%
Residual scope 2 emissions (t CO₂-e)	45.18
Residual scope 3 emissions (t CO₂-e)	5.58
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	20.34
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	2.51
Total emissions liability (t CO₂-e)	22.85

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 Emissions (kgCO ₂ -e)	Scope 3 Emissions (kgCO ₂ -e)	(kWh)	Scope 3 Emissions (kgCO ₂ -e)
NSW	37,736	37,736	25,660	1,887	0	0
VIC	30,894	30,894	24,406	2,163	0	0
Grid electricity (scope 2 and 3)	68,630	68,630	50,067	4,049	0	0
Total electricity (grid + non grid)	68,630					

Residual scope 2 emissions (t CO₂-e)	50.07
Residual scope 3 emissions (t CO₂-e)	4.05
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	24.41
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	2.16
Total emissions liability	26.57

Climate Active carbon neutral electricity products

Climate Active carbon neutral electricity product used	Electricity claimed from Climate Active electricity products (kWh)	Emissions (kg CO ₂ -e)
AGL	37,736	0
Climate Active carbon neutral electricity is not renewable electricity. These electricity emissions have been offset by another Climate Active member through their electricity product 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 electricity product under the market-based method is outlined as such in the market-based summary table.		

APPENDIX C: INSIDE EMISSIONS BOUNDARY

Non-quantified emission sources

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.

APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

Excluded emission sources

N/A

Excluded emissions sources summary

N/A



An Australian Government Initiative

