PUBLIC DISCLOSURE STATEMENT

JCDECAUX AUSTRALIA PTY LTD

PRODUCT CERTIFICATION – SMALL DIGITAL ADVERTISING PRODUCTS

CY2023

Australian Government

Climate Active
Public Disclosure Statement

JCDecaux

An Australian Government Initiative

Climate Active

NAME OF CERTIFIED ENTITY	JCDecaux Australia Pty Ltd
REPORTING PERIOD	1 January 2023 – 31 December 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.* Alexandra Heaven Alexandra Heaven Head of ESG 07.06.2024

Australian Government
Department of Climate Change, Energy, the Environment and Water

Version: January 2024

1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	1,608 tCO2-e
CARBON OFFSETS USED	69% VERs, 31% VCUs
RENEWABLE ELECTRICITY	100%
CARBON ACCOUNT	Prepared by: Edge Impact
TECHNICAL ASSESSMENT	8/12/023 Organisation: Pangolin Associates Pty Ltd Next technical assessment due: CY2026
THIRD PARTY VALIDATION	Type 3 18/12/2023 Organisation: Life Cycle Strategy Pty Ltd

Contents

2. CERTIFICATION INFORMATION

Description of product certification

This product certification is for Small Digital Format advertising products used at bus stations, trains and airports in Australia for advertisements. They are composed of a street furniture (display) and one or two LCD screens and are divided in three types:

- 85" LCD display Single Sided;
- 85" LCD display Double Sided;
- 98" LCD display Single Sided.

- Functional unit: 1 square meter (1 m2) of Small Format Digital Advertising.
- Offered as: full coverage product, installed and maintained by JCDecaux in CY2023 in Australia.
- Life cycle: Cradle-to-Grave

The responsible entity for this product certification is JCDecaux Australia Pty Ltd, ABN 49 059 604 278. This Public Disclosure Statement includes information for CY023 reporting period.

Description of business

Delivering premium quality since 1997, JCDecaux Australia strives to deliver market-leading solutions that challenge the expected conventions of outdoor advertising. With a commitment to integrity and excellence in service, innovation, and design, we aim to create an environmentally sustainable and socially responsive organisation, offering inspired, dynamic opportunities to our employees, clients, and Australian communities.

Globally, JCDecaux has a target of net-zero by 2050 across Scope 1, 2, and 3, which means we are committed to reducing emissions across our own operations, our purchased energy, and our supply chain by 90 per cent versus 2019 figures. For the remaining 10 per cent of emissions, we will invest in carbon removal projects beyond our own value chain.

In advancing our commitment to a sustainable future and intensifying our efforts in product decarbonization, JCDecaux Australia has certified five of our products and our organization. This significant step is guided by the Climate Active Carbon Neutral Standard for Products and Services, as well as the Climate Active Carbon Neutral Standard for Organizations. The details of these achievements are comprehensively presented yearly in six Public Disclosure Statement reports for:

1. Large Digital Advertising Products
2. Large Format Static Ad Poster
3. Small Digital Advertising Products
4. Small Format Static Ad Poster
5. Transit Sticker
6. Organisation

The methods used for collecting 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)

The greenhouse gases considered within the inventory are those that are commonly reported under the Kyoto Protocol; carbon dioxide (CO_2), methane (CH_4), nitrous oxide (N_2O) and synthetic gases - hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) Sulphur hexafluoride (SF_6) and nitrogen trifluoride (NF_3). These have been expressed as carbon dioxide equivalents (CO_2-e) using relative global warming potentials (GWPs).

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 'attributable processes' of a product or service. These attributable processes are services, materials and energy flows that become the product or service, make the product or service and carry the product or service through its life cycle. These attributable emissions have been quantified in the carbon inventory.

Non-quantified emissions have been assessed as attributable 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

Non-attributable emissions have been assessed as not attributable to a product or service. They can be **optionally included** in the emissions boundary and therefore have been offset, or they can be listed as outside of the emissions boundary (and are therefore not part of the carbon neutral claim). Further detail is available at Appendix D.

Inside emissions boundary

Quantified

Raw materials manufacturing

Upstream Transport (Road Freight, Sea Freight)

Use (electricity)

Use (exploitation - upkeep and maintenance)

End-of-life Transport (Road Freight)

End-of-life disposal – Inert Waste

End-of-life disposal – Recycling

Non-quantified

N/A

Optionally included

N/A

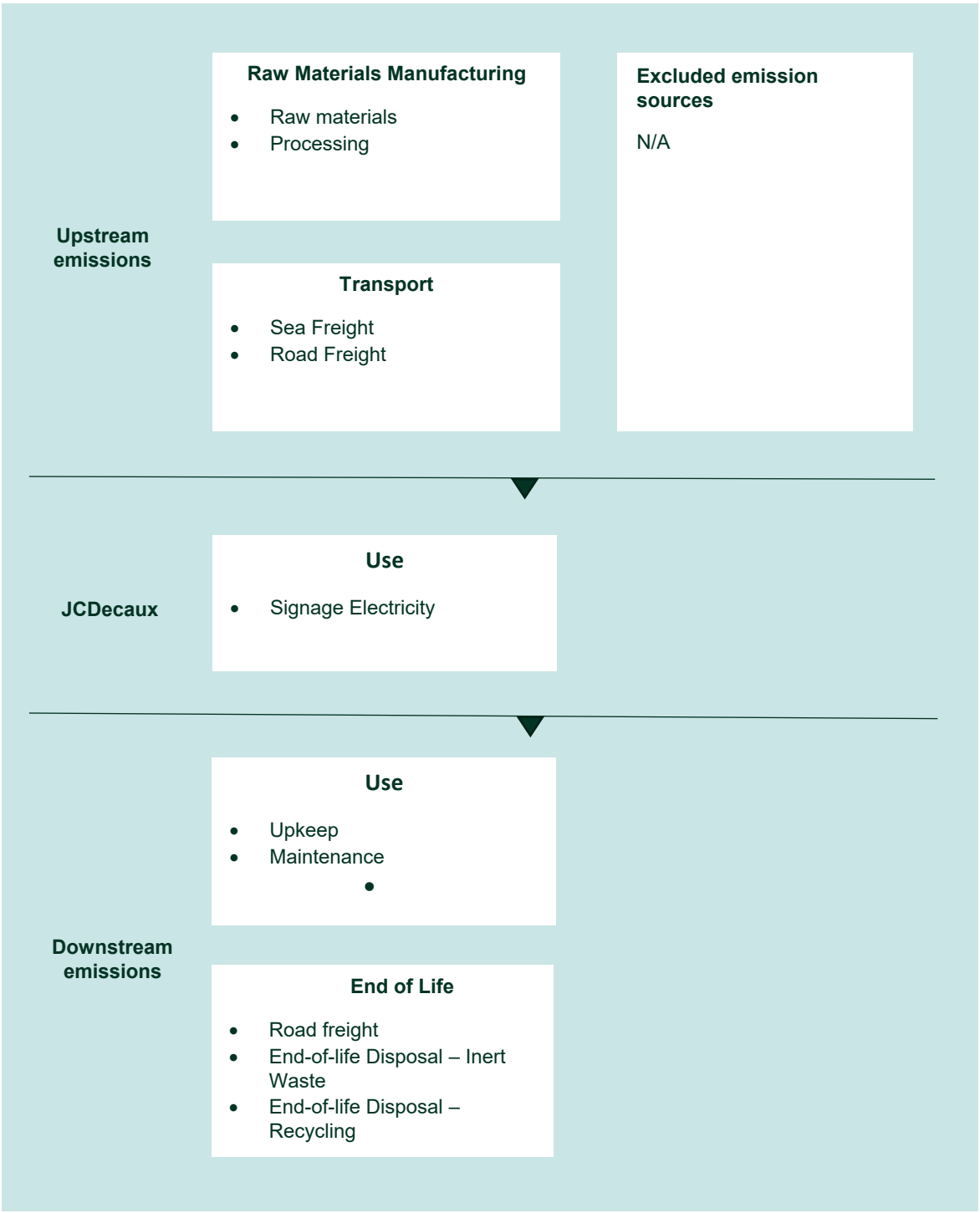
Outside emission boundary

Non-attributable

N/A

Product / Service process diagram

Cradle-to-grave boundary



4. EMISSIONS REDUCTIONS

Emissions reduction strategy

JCDecaux Australia's organisational targets are aligned with JCDecaux's global net-zero target. The net-zero target is set for 2050, with an interim goal for 2030.

2030: Reduce Scope 1 and 2 by 60%, reduce Scope 3 by 46%

2050: Reduce Scope 1, 2 & 3 by 90%

By 2035, Zero waste-to-landfill vs. total waste in countries with suitable facilities.

These targets have been developed in line with the GHG protocol and Science Based Targets Initiative and are currently in the process of being reviewed by SBTi to move from "committed" status to "approved".

Scope 1 emissions will be reduced by:

- Reduce Fleet emissions by 30% from 2019 through more efficient vehicles and driver training by 2030
- Trialing repairs and maintenance on Sydney Trains assets using public transport to reduce vehicle emissions

Scope 2 emissions will be reduced by:

- Reduce energy usage by up to 15% of Digital Large Format screen in partnership with suppliers
- Introduce Carbon Footprint measurement on 10% of structural engineering designs with a view to formulating a carbon reduction strategy (sustainability in design)
- Implement a switch-off of advertising lighting during non-peak periods (100% of digital by 2025, 100% of classic by 2030)
- Replacement of Lighting to LED across all assets by 2025
- Implement Electricity governance framework to better track site electricity usage including GreenPower by the end of 2024
- Continue solar trials on Classic large format and small format sites

Scope 3 emissions will be reduced by:

- Printing process efficiencies at GSP with 1 new printer with reduced electricity usage and waste material reduction
- Introduce recycling solutions for large format classic substrates printed by GSP, which will aim to divert up to 73t from landfill
- Aim to reduce water consumption in maintenance activities
- Introduce Shelter innovation program to explore green roof, solar internal light, public amenity like USB chargers, to be rolled out with new small format tenders

Emissions reduction actions

Updated Status of Emissions reduction strategy CY 2022

The update in each initiative is in *Italic*

Scope 1 emissions:

- Company vehicle purchasing strategy transitioning to electric vehicles (EV).
    - *Rationalisation of the fleet commenced - ongoing.*
- Implementing waste management strategies in all offices and warehouses to reduce landfill in line with our 2035 zero landfill plan.
    - *Changed waste supplier to Remondis, consolidation across all depots, investigation into Alternative waste stream, ongoing in 2024.*
- Upgrading to more efficient printing equipment
    - *Research completed in 2022/23 - to action be in 2025 in line with current machine end of life.*

Scope 2 emissions:

- Implementation of a switch-off phase for applicable assets
    - *Trials commenced in 2023, extended trial in 2024, with additional dimming for South facing asset included.*
- Replacement of Lighting to LED across all assets
    - *Reduced target due to CAPEX constraints, project ongoing with view to complete 2025, however progress made with a focus on small format sites and some large format sites.*
- Continuation of commitment to RE100
    - *Completed, ongoing.*

Scope 3 emissions:

- Ensuring all packaging from suppliers in the production process is recyclable or can be diverted from landfill.
- Use rigorous Super Supplier selection process to ensure emissions reduction outcomes are heavily weighted in criteria for contract award.
- Purchasing more sustainable printing materials
    - *Research ongoing with viable options for large format Static including end of life solutions.*
    - .
- Reviewing corporate travel policies

- *Project extended to 2024, restrictions on travel were implemented in 2023, exploring policy for 2024.*

Initiatives Completed in CY 2023:

- 100% Renewable Electricity – full year through GreenPower and REC offsetting
- Solar trials: Introduce 1 Classic large format with solar lighting, trails with Bus shelters commenced, ongoing in 2024
- Innovation in transparency with partnering with "Scope 3" for media GHG reporting
- Trialled "Ecobanner" for Classic large format with a view to implementation in 2024

5.EMISSIONS SUMMARY

Emissions over time

Emissions since base year			
		Total tCO_2-e	Emissions intensity of the functional unit
Base year:	2022	1,398.0	0.545
Year 1:	2023	1,608.3	0.787

Significant changes in emissions

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Significant changes in emissions			
Attributable process	Previous year emissions (t CO_2-e)	Current year emissions (t CO_2-e)	Reason for change
85" LCD display Single Sided	315.6	406.7	The production increased in 25%

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

N/A.

Emissions summary

Attributable Process	tCO_2-e
Raw materials manufacturing	1,268.3
Upstream Transport (Road Freight)	3.8
Upstream Transport (Sea Freight)	10.9
Use (Signage Electricity)	0
Use (Exploitation - upkeep and maintenance)	323.1
End-of-life Transport	2.2
End-of-life disposal – Inert Waste	0
End-of-life disposal – Recycling	0
Total*	**1,608.3**

Product / Service offset liability	
Emissions intensity per functional unit	0.787tCO2-e / m2
Emissions intensity per functional unit including uplift factors	0.787 tCO2-e / m2
Number of functional units covered by the certification	2043 m2
Total emissions (tCO_2-e) to be offset	**1,608**

*Note – Electricity emissions overlap with the organisation and are offset as part of the Organisation CY2023 Carbon Neutral Certification. Refer to Appendix A for details.

6. CARBON OFFSETS

Eligible offsets retirement summary

Offsets retired for Climate Active certification

Type of offset units	Eligible quantity (used for this reporting period)	Percentage of total
Verified Emissions Reductions (VERs)	1107	69%
Verified Carbon Units (VCUs)	501	31%

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 (%)
Cat Hiep Solar Power Project	VCU	Verra	15 Nov 2023	15885-722810462-722813461-VCS-VCU-264-VER-VN-1-1965-01012021-31122021-0	2021		3000	2499	0	501	31%
Wind Power Project At Sea – No.5 Wind Power Plant Thanh Hai 1-4	VERs	Gold Standard Impact	3 June 2024	GS1-1-VN-GS10798-12-2022-26251-6708-11819GS1-1-VN-GS10798-12-2022-26251-6708-11819	2022	-	5112	4005	0	1107	69%
									Total offsets retired this report and used in this report	**1608**	
									Total offsets retired this report and banked for future reports	**0**	

Co-benefits

Eco Australia – Mt Sandy Biodiversity + Thanh Hai Wind

Mount Sandy Conservation Project

Located on the traditional lands of the Ngarrindjeri people, Traditional Custodians of the Coorong, Mount Sandy is a rare pocket of intact native vegetation in a region now dominated by farmlands. The 200-hectare project site features a unique mix of coastal shrublands and saline swamplands that provide strategic habitat for iconic native wildlife, such as the short-beaked echidna, purple-gaped honeyeater and elegant parrot. Over thousands of years, the Ngarrindjeri people have cared for Coorong country, developing an intimate connection to the land that sustains them. Project management itself is made possible through close collaboration with local Ngarrindjeri Elders, Clyde and Rose Rigney, who oversee the ongoing management and conservation of vegetation at the Mount Sandy site.

Thanh Hai wind power at sea

Harnessing the power of the wind at sea to power Vietnam.

This project brings renewable energy to Vietnam's national power grid that would otherwise be generated through greenhouse gas generating power plants. Through the construction of an offshore wind power farm in Thanh Hai commune, the project generates an average of 71,000 MWh of renewable energy per year through installation of wind turbines at capacity of 4.25 - 4.5 MW. By using wind power, an average of 319,000 tonnes of tonnes of CO2 e is avoided per year.

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) Summary

LGCs were purchased by JCDecaux for all residual electricity consumption, including signage electricity, which is also part of the organisation boundary. Refer to the CY2023 Organisation PDS for more information.

APPENDIX A: ADDITIONAL INFORMATION

Shared activities and associated emissions between certifications by the same responsible entity

Description	Emissions (tCO2-e)	Offset
Product offset liability	1,608.3	1,608
Offset by organisation	0	0
Offset by product	1,608.3 – 0 = 1,608.3	1,608

APPENDIX B: ELECTRICITY SUMMARY

Renewable Energy Certificate (REC) Summary

Emissions from electricity used for powering of the advertising product overlap with the organisation boundary.

Refer to CY2023 Organisation PDS for electricity summary.

APPENDIX C: INSIDE EMISSIONS BOUNDARY

Non-quantified emission sources

The following emissions sources have been assessed as attributable, 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	Justification reason
N/A	N/A

Excluded emission sources

Attributable emissions sources can be excluded from the carbon inventory, but still considered as part of the emissions boundary if they meet **all three of the below criteria**. An uplift factor may not necessarily be applied.

1. A data gap exists because primary or secondary data cannot be collected **(no actual data).**
2. Extrapolated and proxy data cannot be determined to fill the data gap (**no projected data**).
3. An estimation determines the emissions from the process to be **immaterial**).

Emissions Source	No actual data	No projected data	Immaterial
N/A	N/A	N/A	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 EMISSION BOUNDARY

Non-attributable emissions have been assessed as not attributable to a product or service (do not carry, make or become the product/service) and are therefore not part of the carbon neutral claim. To be deemed attributable, an emission must meet two of the five relevance criteria. Emissions which only meet one condition of the relevance test can be assessed as non-attributable and therefore are outside the carbon neutral claim. Non-attributable emissions are detailed below.

1. **Size** The emissions from a particular source are likely to be large relative to other attributable emissions.
2. **Influence** The responsible entity could influence emissions reduction from a particular source.
3. **Risk** The emissions from a particular source contribute to the responsible entity's greenhouse gas risk exposure.
4. **Stakeholders** The emissions from a particular source are deemed relevant by key stakeholders.
5. **Outsourcing** The emissions are from outsourced activities that were previously undertaken by the responsible entity or from outsourced activities that are typically undertaken within the boundary for comparable products or services.

Non-attributable emissions sources summary

Emission sources tested for relevance	Size	Influence	Risk	Stakeholders	Outsourcing	Justification
N/A	N/A	N/A	N/A	N/A	N/A	N/A

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