



PUBLIC DISCLOSURE STATEMENT

**ATOMIC 212 MEDIA PTY LTD (TRADING AS
ATOMIC 212)**

**ORGANISATION CERTIFICATION
FY2023–24**

Australian Government
Climate Active
Public Disclosure Statement



NAME OF CERTIFIED ENTITY	Atomic 212 Media Pty Ltd, trading as Atomic 212
REPORTING PERIOD	financial year 1 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><i>Signature here</i></p>
	Name of signatory Position of signatory Date



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

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Version 9.

1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	1,436.48 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 organisation certification

This organisation certification is for the business operations of Atomic 212 Media Pty Ltd (trading as Atomic 212), ABN 81 613 222 763. Any services provided by the organisation have not been included in this certification.

This Public Disclosure Statement includes information for FY2023-24 reporting period.

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.

Following an operational approach, 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
Stationary Energy
Taxi and Uber
Transport (air)
Transport (land)
Waste
Water
Working from home

Non-quantified

Water
Refrigerants

Optionally included

N/A

Outside emission boundary

Excluded

Capital Goods
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 utilize video conferencing technology where possible to minimize 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/organization's 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 tCO ₂ -e (without uplift)	Total tCO ₂ -e (with uplift)
Base year/Year 1:	2021-22	564.28	569.92
Year 1:	2022-23	1,170.20	1,181.90
Year 2:	2023-24	1,422.25	1,436.48

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
Food & catering	53.76	198.10	The increase in food & catering expenditures is due to the 15th-anniversary celebration held in Sydney.
Long business class flights (>3,700km)	0.00	195.93	The increase in flight emissions is due to the 15th-anniversary celebration held in Sydney, which involved flying in employees from other offices.
Short economy class flights (>400km, ≤3,700km)	145.12	233.32	Please refer to comment above regarding flights emissions.

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

Certified brand name	Product/Service/Building/Precinct used
EnergyLink Services	Consulting
Qantas	Flights

Emissions summary

The electricity summary is available in Appendix B. Electricity emissions were calculated using a **location-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	15.98	15.98
Cleaning and Chemicals	0.00	0.00	9.62	9.62
Climate Active carbon neutral products and services	0.00	0.00	0.00	0.00
Construction Materials and Services	0.00	0.00	0.00	0.00
Electricity	0.00	114.61	12.39	127.00
Food	0.00	0.00	198.10	198.10
Horticulture and Agriculture	0.00	0.00	0.00	0.00
ICT services and equipment	0.00	0.00	32.67	32.67
Machinery and vehicles	0.00	0.00	0.00	0.00
Office equipment & supplies	0.00	0.00	13.28	13.28
Postage, courier and freight	0.00	0.00	0.59	0.59
Products	0.00	0.00	0.00	0.00
Professional Services	0.00	0.00	326.97	326.97
Roads and landscape	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	498.84	498.84
Transport (Land and Sea)	0.00	0.00	65.99	65.99
Waste	0.00	0.00	94.65	94.65
Water	0.00	0.00	0.27	0.27
Working from home	0.00	0.00	38.31	38.31
Total emissions (tCO₂-e)	0.00	114.61	1307.65	1422.25

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	tCO₂-e
0.5% uplift for water (excluding Melbourne office)	7.11
0.5% uplift for refrigerants	7.11
Total of all uplift factors (tCO ₂ -e)	14.22
Total emissions footprint to offset (tCO₂-e) <i>(total emissions from summary table + total of all uplift factors)</i>	1437

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)	1,437	100%

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
Darling River Conservation Initiative #5 - Ningaling	KACCU	ANREU	16/12/2024	9,016,731,560 - 9,016,732,996	2024-25	1,437	0	0	1,437	100%

Co-benefits

Darling River Conservation Initiative Site #5 (ERF128548)

This project establishes permanent native forests through assisted regeneration from in-situ seed sources (including rootstock and lignotubers) on land that was cleared of vegetation in Queensland and where regrowth was suppressed for at least 10 years prior to the project having commenced.

Key benefits of the Ningaling project:

- Carbon sequestration to mitigate climate change
- Regeneration of native forest and protection of habitat for 100 years
- Improving sustainable land management practices and supporting a productive agricultural enterprise
- Improved infrastructure to support rotational grazing and feral animal control
- Improved financial security and business resilience
- Improved land condition and drought resilience
- Improved biodiversity

For further information regarding Darling River Conservation Initiative Site #5, please visit: [website](#)

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

N/A.

APPENDIX A: ADDITIONAL INFORMATION

Logged in as: Benjamin Wragg / Industry User

Transaction Details

Transaction details appear below.

Transaction ID	AU38031
Current Status	Completed (4)
Status Date	16/12/2024 15:52:48 (AEDT) 16/12/2024 04:52:48 (GMT)
Transaction Type	Cancellation (4)
Transaction Initiator	Wragg, Benjamin James
Transaction Approver	Allen, Jessica Amanda
Comment	Cancelled on behalf of Atomic 212 Media Pty Ltd to meet FY2023-24 Climate Active requirements.

Transferring Account

Account Number	AU-1117
Account Name	Terra Carbon Pty Ltd
Account Holder	Terra Carbon Pty Limited

Acquiring Account

Account Number	AU-1068
Account Name	Australia 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			ERF128548					2024-25		9,016,731,560 - 9,016,732,996	1,437

Transaction Status History

Status Date	Status Code
16/12/2024 15:52:48 (AEDT) 16/12/2024 04:52:48 (GMT)	Completed (4)
16/12/2024 15:52:48 (AEDT) 16/12/2024 04:52:48 (GMT)	Proposed (1)
16/12/2024 15:52:48 (AEDT) 16/12/2024 04:52:48 (GMT)	Account Holder Approved (97)
13/12/2024 11:26:17 (AEDT) 13/12/2024 00:26:17 (GMT)	Awaiting Account Holder Approval (95)

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 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)	30,305	0	19%
Residual Electricity	131,581	119,739	0%
Total renewable electricity (grid + non grid)	30,305	0	19%
Total grid electricity	161,887	119,739	19%
Total electricity (grid + non grid)	161,887	119,739	19%
Percentage of residual electricity consumption under operational control	100%		
Residual electricity consumption under operational control	131,581	119,739	
Scope 2	117,122	106,581	
Scope 3 (includes T&D emissions from consumption under operational control)	14,459	13,158	
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)	106.58
Residual scope 3 emissions (t CO₂-e)	13.16
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	106.58
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	13.16
Total emissions liability (t CO₂-e)	119.74
<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) 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)
ACT	0	0	0	0	0	0
NSW	84,053	84,053	57,156	4,203	0	0
SA	0	0	0	0	0	0
VIC	35,631	35,631	28,148	2,494	0	0
QLD	34,269	34,269	25,017	5,140	0	0
NT	7,933	7,933	4,284	555	0	0
WA	0	0	0	0	0	0
TAS	0	0	0	0	0	0
Grid electricity (scope 2 and 3)	161,887	161,887	114,605	12,393	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)	161,887					

Residual scope 2 emissions (t CO₂-e)	114.61
Residual scope 3 emissions (t CO₂-e)	12.39
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	114.61
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	12.39
Total emissions liability	127.00

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 CO ₂ -e)
N/A	0	0
<i>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 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.</i>		

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)
N/A	0	0
<i>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.</i>		

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 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
Water	Quantification of water in NSW, QLD and NT offices is not cost effective relative to the size of the emission, but uplift applied. VIC operations have been quantified.
Refrigerant	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. **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.

Excluded emissions sources summary

Emission sources tested for relevance	Size	Influence	Risk	Stakeholders	Outsourcing	Justification
Capital goods	Y	N	N	N	N	<p>Size: The emissions source is unlikely to be large compared to the total emissions from electricity, stationary energy and fuel emissions</p> <p>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.</p> <p>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.</p> <p>Stakeholders: Key stakeholders, including the public, are unlikely to consider this a relevant source of emissions for our business.</p> <p>Outsourcing: We have not previously undertaken this activity within our emissions boundary and comparable organisations do not typically undertake this activity within their boundary.</p>
Downstream leased assets	Y	N	N	N	N	<p>Size: The emissions source is unlikely to be large compared to the total emissions from electricity, stationary energy and fuel emissions</p> <p>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.</p> <p>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.</p> <p>Stakeholders: Key stakeholders, including the public, are unlikely to consider this a relevant source of emissions for our business.</p> <p>Outsourcing: We have not previously undertaken this activity within our emissions boundary and comparable organisations do not typically undertake this activity within their boundary.</p>

Emission sources tested for relevance	Size	Influence	Risk	Stakeholders	Outsourcing	Justification
Franchises	Y	N	N	N	N	<p>Size: The emissions source is unlikely to be large compared to the total emissions from electricity, stationary energy and fuel emissions</p> <p>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.</p> <p>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.</p> <p>Stakeholders: Key stakeholders, including the public, are unlikely to consider this a relevant source of emissions for our business.</p> <p>Outsourcing: We have not previously undertaken this activity within our emissions boundary and comparable organisations do not typically undertake this activity within their boundary.</p>
Assets	Y	N	N	N	N	<p>Size: The emissions source is unlikely to be large compared to the total emissions from electricity, stationary energy and fuel emissions</p> <p>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.</p> <p>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.</p> <p>Stakeholders: Key stakeholders, including the public, are unlikely to consider this a relevant source of emissions for our business.</p> <p>Outsourcing: We have not previously undertaken this activity within our emissions boundary and comparable organisations do not typically undertake this activity within their boundary.</p>



An Australian Government Initiative

