



PUBLIC DISCLOSURE STATEMENT

MAN OF MANY PTY LTD

ORGANISATION CERTIFICATION
CY2024

Australian Government

Climate Active Public Disclosure Statement

MANOFMANY



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Man of Many Pty Ltd
REPORTING PERIOD	1 January 2024 – 31 December 2024 Arrears report
DECLARATION	<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> <i>Scott Purcell</i> Scott Purcell Co-Founder & Director, Man of Many Pty Ltd 25 Nov 2025



Australian Government

Department of Climate Change, Energy,
the Environment and Water

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Version 9.1.

1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	311 tCO ₂ -e
CARBON OFFSETS USED	100% VCUs
RENEWABLE ELECTRICITY	100%
CARBON ACCOUNT	Prepared by: Pangolin Associates
TECHNICAL ASSESSMENT	Date: 23/04/2025 Organisation: Pangolin Associates Next technical assessment due: CY2027

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2. CERTIFICATION INFORMATION

Description of organisation certification

This inventory has been prepared for the calendar year from 1 January 2024 to 31 December 2024 and covers the Australian business operations of Man of Many Pty Ltd, trading as Man of Many, ABN: 73163331280.

The operational boundary has been defined based on an operational control test, in accordance with the principles of the National Greenhouse and Energy Reporting Act 2007. This includes the following locations and facilities:

- Unit 10, 2 Kings Lane, Darlinghurst 2010 NSW
- Freelance employees working remotely across Australia and in the Philippines

The methods used for collating 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), National Greenhouse and Energy Reporting (Measurement) Determination 2008.

Organisation description

Man of Many (ABN 73 163 331 280) is an independent Australian digital publisher headquartered in Surry Hills, NSW. As the nation's largest men's lifestyle site, we specialise in premium yet accessible content across culture, style, technology, and public interest news.

Founded in 2012, Man of Many has grown to reach over 2 million monthly readers globally, supported by a social audience of more than 900,000 followers and 130,000 newsletter subscribers. Our content speaks primarily to affluent, educated Australians aged 25–44, with a strong male skew and a readership concentrated in major metropolitan centres.

Proudly independent, Man of Many is committed to ethical, inclusive, and sustainable publishing. We are Australia's first digital media company to achieve 100% Carbon Neutral certification under the Federal Government's Climate Active standard, with ongoing initiatives to reduce and offset our environmental impact.

Our publication has been consistently recognised for editorial excellence and innovation, including three-time wins for Website of the Year at the Mumbrella Publish Awards (2020, 2023, 2024), as well as accolades for Event of the Year, Best Native Advertising, and the B&T Award for the Planet in 2024. We were also named one of AFR's Most Innovative Companies in 2024 and ranked #42 on the MediaWeek Power 100 List.

Man of Many remains privately owned and operated by its co-founders, with no external funding or affiliations. Our editorial team upholds rigorous standards of integrity, delivering content that informs, inspires, and empowers our readers to make better decisions for themselves and their communities.

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
- Climate Active carbon neutral products and services
- Electricity
- Food
- ICT services and equipment
- Machinery and vehicles
- Office equipment and supplies
- Postage, courier and freight
- Products
- Professional services
- Refrigerants
- Stationary energy
- Transport (air)
- Transport (land and sea)
- Waste
- Water
- Working from home

Non-quantified

N/A.

Outside emission boundary

Excluded

N/A.

4. EMISSIONS REDUCTIONS

Emissions reduction strategy

Man of Many has embedded sustainability at the core of its operations, guided by a clear and measurable emissions reduction strategy. In line with our continued Climate Active certification and commitment to environmental leadership, we have taken tangible steps to minimise our greenhouse gas (GHG) emissions across Scopes 1, 2 and 3.

In CY2023, we successfully achieved our interim target of reducing our GHG emissions intensity from **17.6 tCO₂e per FTE (CY2022)** to **12.8 tCO₂e per FTE**, outperforming our goal of 13 tCO₂e. This was made possible through operational efficiencies, smarter procurement, travel offsets, and a transition to renewable energy.

Our overarching goal remains a **30% reduction in total emissions by 2027** (vs CY2021 baseline), with a long-term target to **achieve Net Zero emissions by 2030**.

To deliver this, we've implemented the following strategy pillars:

1. Organisational Governance and Accountability

- Appointed a **full-time Sustainability Manager** to oversee emissions reductions, supplier engagement, and internal training programs.
- Embedded sustainability KPIs across our business operations and introduced quarterly reviews to track progress against goals.

2. Energy Efficiency and Scope 2 Emissions

- In CY2023, we fully transitioned to **100% GreenPower** for all tenancy electricity, meeting our goal one year ahead of schedule.
- Smart lighting systems and energy-efficient appliances were installed to further reduce consumption. These upgrades helped reduce Scope 2 emissions by over 25% YoY.

3. Office Sustainability and Flexible Work

- Maintained a **hybrid and remote working policy** for employees residing more than 6km from the office, significantly reducing commuting emissions.
- Introduced **smart energy controls** for lighting and electronics to minimise overnight and weekend consumption.
- Continued **digital records management** to limit paper waste, achieving a 60% year-on-year reduction in office printing.

4. Business Travel

- Adopted a formal **Travel Policy**:
 - All flights are offset through high-quality carbon credits.
 - All travel is conducted in economy class.
 - Only 3- to 4-star accommodation is booked (no 5-star stays).
- Travel-related emissions (flights, hotels, ride shares) were fully offset in CY2023.

5. Scope 3 Emissions Management

- Third-party services - particularly **Professional Services (35.5%)**, **Advertising & Marketing (15.9%)**, and **ICT (9.5%)** - made up the bulk of Scope 3 emissions.
- In response, we launched a **Supplier Engagement Policy** requiring ESG alignment and Climate Active preferences. This includes:
 - Pre-vetting preferred vendors for sustainability credentials.
 - Phasing out non-aligned suppliers over the next 12–18 months.
- Adopted **green procurement practices**, favouring Climate Active-certified providers and products wherever available.

6. Waste and Office Supplies

- Implemented a new **waste reduction strategy**, including better recycling signage, employee education, and food waste bins.
- Achieved a **12.5% reduction in office waste** in CY2023.
- Reduced non-essential merchandise and branded product purchases, contributing to a 17% decline in general goods-related emissions.

Emissions reduction actions

Below are the emissions reduction actions the organisation took in CY2024:

- Transitioned to **100% GreenPower** across all operations, eliminating non-renewable electricity emissions.
- Introduced smart lighting systems and low-energy devices in the office.
- Offset 100% of business travel emissions, including flights, accommodation, and logistics.
- Expanded remote work options and downsized office resource usage.
- Reduced paper and printing by 60%, transitioning to fully digital workflows.
- Launched ESG-based **Supplier Engagement Policy**, targeting Scope 3 reductions.
- Reduced merchandise and non-essential purchases, avoiding an estimated **2.1 tCO₂e** in emissions.
- Cut office waste by 12.5% through new recycling initiatives.
- Conducted staff-wide **sustainability training**, boosting behavioural engagement and awareness.

Overall, we estimate that we've avoided **~21.3 tCO₂e**, primarily from GreenPower switch, travel offsetting, and waste reduction actions.

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	36.7	39.07
Year 2:	2022	234.2	234.2
Year 3:	2023	256.4	256.4
Year 4:	2024	310.3	310.3

Significant changes in emissions

Regarding the increase in emissions, it directly corresponds to a growth in our team size over this time. We've also moved into a new, larger office this year.

Significant changes in emissions			
Emission source	Previous year emissions (t CO ₂ -e)	Current year emissions (t CO ₂ -e)	Reason for change
Miscellaneous manufacturing	17.29	33.39	Expanding business reach and general business growth
Taxi and hire car	0.18	57.88	This is due to both a higher total spend on 'Taxi and hire car' in comparison to CY23, in addition to all a change in bookkeeping practices, leading to all taxi or rideshare spend being categorised under 'Taxi and car hire'. Additionally, the use of the standard 'Taxi and hire car' emission factor (0.699 kg CO₂-e/\$) rather than the bespoke IELab emission factor used for just 'Taxi' in CY2023 (0.06 kg CO₂-e/\$) has led to a more accurate representation of taxi-related emissions.

Technical services	27.74	65.33	In CY2024, Man of Many underwent a major website redevelopment project which required external technical consultants to deliver the desired outcome. This was in addition to the organisation's ongoing engagement with digital service providers and SEO consultants.
Consulting services	107.92	80.33	This reduction is due to a decrease of approx. \$300k spend on general consulting services.

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

Certified brand name	Product/Service/Building/Precinct used
Origin	Electricity product (opt-in)
Pangolin Associates	Consulting services
Qantas	Airline service (opt-in)

Emissions summary

The electricity summary is available in Appendix B. Electricity emissions were calculated using a 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	0.43	0.43
Cleaning and Chemicals	0.00	0.00	1.65	1.65
Climate Active carbon neutral products and services	0.00	0.00	0.00	0.00
Electricity	0.00	0.00	0.00	0.00
Food	0.00	0.00	0.92	0.92
ICT services and equipment	0.00	0.00	2.74	2.74
Machinery and vehicles	0.00	0.00	0.20	0.20
Office equipment & supplies	0.00	0.00	3.45	3.45
Postage, courier and freight	0.00	0.00	0.05	0.05
Products	0.00	0.00	33.39	33.39
Professional Services	0.00	0.00	246.98	246.98
Refrigerants	0.55	0.00	0.00	0.55
Stationary energy	0.00	0.00	0.00	0.00
Transport (Air)	0.00	0.00	5.38	5.38
Transport (Land and Sea)	0.33	0.00	6.65	6.98
Waste	0.00	0.00	1.70	1.70
Water	0.00	0.00	0.03	0.03
Working from home	0.00	0.00	5.83	5.83
Total emissions (tCO₂-e)	0.88	0.00	309.41	310.29

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
Verified Carbon Units (VCUs)	311	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
Bundled Solar Power Project by Solarise India Projects PVT. LTD, India	VCU	Verra Registry	28/04/2025	10731-245151176-245151486-VCS-VCU-997-VER-IN-1-1762-01012020-25082020-0	2020	311	0	0	311	100%
Offset Totals:						311	0	0	311	100.00%

Co-benefits

The project activity involves the installation of Solar PV project. The total installed capacity of the project is 120 MW of Solar PV plant located at different states in India. The project is promoted by SolarArise India Projects Pvt. Ltd. The project attracts the following co-benefits:

- **Social well-being:** The project would help in generating employment opportunities during the construction and operation phases. The project activity will lead to development in infrastructure in the region like development of roads and also may promote business with improved power generation.
- **Economic well-being:** The project is a clean technology investment in the region, which would not have been taken place in the absence of the VCS benefits the project activity will also help to reduce the demand supply gap in the state. The project activity will generate power using zero emissions Solar PV based power generation which helps to reduce GHG emissions and specific pollutants like SO_x, NO_x, and SPM associated with the conventional thermal power generation facilities.
- **Technological well-being:** The successful operation of project activity would lead to promotion of Solar based power generation and would encourage other entrepreneurs to participate in similar projects

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 **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)	9,940	0	82%
Electricity products (LRET)	2,253	0	18%
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)	0	0	0%
Residual Electricity	0	0	0%
Total renewable electricity (grid + non grid)	12,193	0	100%
Total grid electricity	12,193	0	100%
Total electricity (grid + non grid)	12,193	0	100%
Percentage of residual electricity consumption under operational control	100%		
Residual electricity consumption under operational control	0	0	
Scope 2	0	0	
Scope 3 (includes T&D emissions from consumption under operational control)	0	0	
Residual electricity consumption not under operational control	0	0	
Scope 3	0	0	

Total renewables (grid and non-grid)	100.00%
Mandatory	18.48%
Voluntary	81.52%
Behind the meter	0.00%
Residual scope 2 emissions (t CO₂-e)	0.00
Residual scope 3 emissions (t CO₂-e)	0.00
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	0.00
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	0.00
Total emissions liability (t CO₂-e)	0.00
<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)
NSW	12,193	12,193	8,291	610	0	0
Grid electricity (scope 2 and 3)	12,193	12,193	8,291	610	0	0
NSW	0	0	0	0		
Non-grid electricity (behind the meter)	0	0	0	0		
Total electricity (grid + non grid)	12,193					

Residual scope 2 emissions (t CO ₂ -e)	8.29
Residual scope 3 emissions (t CO ₂ -e)	0.61
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	0.00
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	0.00
Total emissions liability	0.00

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
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.		

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)
Origin Opt-In Electricity	12,193	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

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
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

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
N/A						



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