

Australian Government
Carbon Neutral Program
Public Disclosure Summary



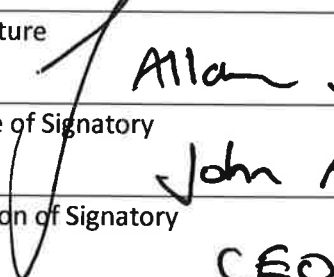
An Australian Government Initiative

NAME OF CERTIFIED ENTITY: Sensis Pty Ltd

REPORTING PERIOD: 01/07/2017 – 30/06/2018

Declaration

To the best of my knowledge, the information provided in this Public Disclosure Summary is true and correct and meets the requirements of the National Carbon Offset Standard Carbon Neutral Program.

Signature 	Date 22 November, 2018.
Name of Signatory John Allan	
Position of Signatory CEO	

Carbon neutral certification category	Product
Date of most recent external verification/audit	
Auditor	
Auditor assurance statement link	



Australian Government
Department of the Environment and Energy

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1. Carbon neutral information

1A. Introduction

Sensis is a marketing services company. In 2014, Sensis was acquired by Platinum Equity during the previous reporting year from Telstra. It is now under the control of Platinum Equity, which has a 70% equity stake in Sensis. Telstra maintain a 30% equity stake in Sensis.

Sensis products and services include:

- Yellow Pages® and White Pages® print and digital directories
- Whereis® online mapping service
- TrueLocal® online directory of Australian businesses listing search results by relevance and location
- Skip online ordering app

In FY18, Sensis purchased the following offsets:

- 1,645 VCUs for India's Mini Hydel project
- 4,355 VCUs for India's Hydro project
- 4,000 and 15,000 VCUs for China's LNG project

Carbon neutral certification under the National Carbon Offset Standard (NCOS) is undertaken for the Yellow Pages® and White Pages® print and digital directories.

This inventory has been prepared based on the following standards:

- National Greenhouse & Energy Reporting Scheme
- ISO 14040:2006
- ISO 14044:2006
- GHG Protocol: Product Life Cycle Accounting and Reporting Standard
- National Carbon Offset Standard.

The system boundaries of the printed and online directory Life Cycle Assessment (LCA) are consistent with the previous annual LCAs undertaken. Three basic stages of the production of each directory type were defined. The actual processes involved within each stage vary between print and online directories, but broadly serve the same purpose:

- **Design:** impacts associated with the design and development of content. For both print and online directories, this represents the impacts of people (Sensis employees and outsourced employees) employed to manage directory services and develop content and advertising. The total impact of employees were apportioned between either print or online directories.
- **Creation:** impacts associated with the creation and production of the directory or service. For print directories this represents production of raw components, transport of bulk materials and manufacturing of physical directories, while for online directories it represents computer server energy and materials required for online hosting.
- **Distribution:** impacts associated with the distribution of the directory. For print directories this represents physical transport of directories throughout Australia, while for online directories it represents customer access to websites and online applications.

The LCA was conducted for Sensis activities and directory services over the financial year period 1 July 2017 to 30 June 2018. All data provided by Sensis corresponds to this period of reference, with the exception of the following data which has been pro-rated:

- Toner and glue usage for printing process: data for the use of consumables obtained from the Moorebank plant in FY13 using the heat set printing process have been used to estimate the toner and the glue use of the new printer locations
- Printing presses, blinders and forklifts usage for printing process (number, weight and lifetime): the data was retained from previous years
- Embodied energy in the material impacts associated with printed and online directory servers: the data determined for the previous LCAs based on the manufacturers specifications of server weight for each model in the server register
- Transport distance data for local distribution of printed directories: the initial distribution factor results (calculated in 2011/12) was retained for 2017/18 as the length of the trips is assumed to remain the same per directory delivered

Where limited data was available for minor emissions sources, the most recently available data was extrapolated to represent a full year of activities.

Information derived from external literature sources was obtained for the most recent period available, and internally reviewed to ensure that assumptions appeared to accurately and conservatively reflect FY18 conditions.

The assessment included geographically sensitive variables such as electricity supply sources, international and interstate transport and embodied energy of imported materials (primarily paper). These variables were modelled according to the most relevant emissions data available for the appropriate location.

Functional Unit

The LCA was conducted to address the total greenhouse gas emissions relating to all Yellow Pages and White Pages directory services in FY18. This includes both print and online services. In order to provide information about the physical and digital options, the print and online sub-categories were treated as two separate LCAs that were then totalled for the purpose of calculating required emission offsets.

The functional units of the two LCAs were:

- **Printed directories** - all Yellow Pages and White Pages printed directories manufactured and delivered throughout Australia during the FY18 financial year.
- **Online directories** - all Yellow Pages and White Pages online directory searches conducted during the FY18 financial year.

Overall impacts can also be normalised into a “per printed directory” or “per online search” impact. However, given the difficulty in comparing the equivalence between one printed book and a given number of online searches, this was not the primary goal of the LCA.

1B. Emission sources within certification boundary

Quantified sources

The following emission sources have been included in the system boundary for estimation of the carbon footprint:

- Air travel - Sensis employees
- Building electricity – Base building services
- Building electricity - print contractors
- Building electricity - satellite and outsourced staff
- Building electricity - Sensis offices
- Electricity usage - customer computers and printers
- Electricity usage - customer hand-held devices
- Electricity usage - internet data transfer to customers
- Electricity usage - online directory servers and data rooms
- Electricity usage - print directory ad production servers and data rooms
- Embodied emissions - customer paper and printer ink
- Embodied emissions - directory paper and cardboard
- Embodied emissions - directory printing consumables
- Embodied emissions - office paper usage
- Embodied emissions - online directory servers
- Embodied emissions - print directory ad production servers
- Fuel combustion - Sensis fleet vehicles
- Fuel combustion - stationary energy (diesel) – base building services
- Fuel combustion - stationary energy (diesel) - Sensis offices
- Fuel combustion - stationary energy (natural gas) – base building services
- Fuel combustion - stationary energy (natural gas) - print contractors
- Fuel combustion - stationary energy (natural gas) – satellite/outsourced staff
- Fuel combustion - stationary energy (natural gas) - Sensis offices
- Fuel combustion – transport and delivery of directories to households
- Fuel combustion - transport of directory paper and cardboard
- Office waste & recycling (net emissions after recycling)
- Refrigerant leakage – base building air conditioning units
- Refrigerant leakage – office air conditioning units

Excluded sources

The following emission sources presented in Table 1 have been excluded in line with the provisions of the National Carbon Offset Standard for Organisations. The impact of excluding these sources is not expected to materially affect the overall total emissions

Table 1: Non-quantified sources of emissions.

Emission source	Scope	Justification for exclusion & overall implications for footprint
Embodied emissions of distribution vehicles	3	The embodied emissions of transport vehicles used in the distribution of printed directories were not included in the LCA, as the majority of the vehicle lifetime is utilised for non-Sensis transport purposes. Only the fuel use of these vehicles was included.
Embodied emissions of customer devices	3	The embodied emissions of customer electronic devices (computers, printers and mobile phones) were not included in the LCA, as the decision to purchase the device is not made based on the ability to access Sensis services. Only the operating impacts of these devices were included.
Employee commuting	3	<p>Employee commuting by Sensis employees to and from work was not included in the LCA for a number of reasons:</p> <ul style="list-style-type: none"> • The emissions source is indirect and not particularly important to the life cycle of the product • Sensis does not collect data on employee commuting habits • Sensis does not have any practical control over the management or alteration of employee commuting habits • Employee commuting has not been included in any previous LCA. <p>Employee commuting may have been considered as part of a Sensis organisational footprint, but is less integral to the life cycle of the product, as it does not directly relate to the production of the directory content.</p>

1C. Diagram of the certification boundary



Figure 1: System boundary for Yellow Pages and White Pages print (top) and online (bottom) directories – emission sources shared between the print and online LCAs are shown in orange

2. Emissions reduction measures

2A. Emissions over time

Table 2: 2008/09 (base year), 2016/17, and 2017/18 emissions breakdown.

	Base Year (2008/09)	Previous year (2016/17)	Current year (2017/18)
Scope 1	Breakdown unavailable	90 t CO2-e	55 t CO2-e
Scope 2	Breakdown unavailable	1,725 t CO2-e	1023 t CO2-e
Scope 3	Breakdown unavailable	23,594 t CO2-e	21,349 t CO2-e
Total	178,632 t CO2-e	25,410 t CO2-e	22,427 t CO2-e

2B. Emissions reduction strategy

The Yellow Pages and White Pages LCA and carbon neutrality certification under the NCOS is one of Sensis' major initiatives to monitor, offset and reduce emissions of Sensis directory services which are core to the business.

Initiatives to reduce emissions associated with Yellow Pages and White pages have focussed on the transition from a print-based directory to an online-based directory system.

2C. Emissions reduction actions

The total carbon footprint for the Yellow Pages and White Pages for FY18 was estimated to be 22,427 t CO2-e. This is a 2,984 t CO2-e decrease (12%) from the previous year where total emissions amounted to 25,410 t CO2-e.

Table 3 below identifies the key areas where changes to emissions have been observed since the previous reporting period, these emissions are consistent with Sensis' strategy to transition from a print-based directory to an online-based directory system. The items presented here represent 95% of the overall reduction in emissions observed for FY18 (some, however, represent emission increase)

Table 3: Key emission changes since previous reporting period

Item	Source	Scope	Explanation for change in emissions	Absolute Change	Change type
1	Embodied emissions - directory paper and cardboard	3	In FY17, 94% of paper for directories was manufactured at NPI in the USA and the remaining 6% at UPM in Finland. In FY18, all paper for directories was printed at UPM in Finland. The NPI site has a significantly lower electricity emissions factor than the UPM site in Finland. Hence emissions from electricity consumption from manufacturing activities has increased with the change to the more emissions intense supplier. <u>This is a result of the NPI site closure.</u>	3,574	Increase
2	Embodied emissions - directory printing consumables	3	The embodied emissions associated with printing consumables have decreased by 30%, this is consistent with the 30% reduction in the overall quantity of paper and coverboard printed for directories	1,791	Decrease
3	Fuel combustion - transport and delivery of directories to households	3	In FY18, data based on FY11 distribution volumes was updated to FY18 distribution volumes. Given total print directory volume has decreased significantly since FY11, this change resulted in a decrease in emissions associated with distribution.	1,416	Decrease

Item	Source	Scope	Explanation for change in emissions	Absolute Change	Change type
4	Building electricity - print contractors	3	The total electricity and gas consumption at the Australian, Chinese, and Singaporean print contractors has decreased by 29% for both, this is consistent with the 29% reduction in the total paper printed for Core and ITC directories. Emissions from print contractors has therefore decreased as a reflection of the decreased volume.	773	Decrease
5	Fuel combustion - stationary energy (natural gas) - print contractors	3		257	Decrease
6	Building electricity – base building services	3	In FY18, there was a 13% and 14% reduction in base building and Sensis' offices' electricity consumption respectively partially due to a 27% decreases in the number of Sensis employees. Hence, the emissions associated with base building services and Sensis offices has decreased as a reflection of this change.	753	Decrease
7	Building electricity - Sensis offices	2&3		752	Decrease
8	Electricity usage - customer computers and printers	3	In FY18, customer computer online visits decreased by 62% and the average stay decreased by 4%. <u>These figures are inflated due to changes in the methodology from FY17.</u> As a result, electricity consumption of customer computers and printers and embodied emissions associated with customer paper and printer ink have also decreased.	645	Decrease
9	Embodied emissions - customer paper and printer ink	3		295	Decrease
10	Building electricity - satellite and outsourced staff	3	In FY18, the number of FTE for outsourced staff increased 146%, which has increased the electricity consumption and therefore the associated emissions.	488	Increase

3. Emissions summary

Table 4: Emissions summary.

Scope	Emission source	t CO ₂ -e
1	Refrigerant leakage – office air conditioning units	40
1&3	Fuel combustion - Sensis fleet vehicles	16
1&3	Fuel combustion - stationary energy (diesel) - Sensis offices	<1
1&3	Fuel combustion - stationary energy (natural gas) - Sensis offices	<1
2&3	Building electricity - Sensis offices	1,121
3	Air travel - Sensis employees	337
3	Building electricity – Base building services	1,137
3	Building electricity - print contractors	2,214
3	Building electricity - satellite and outsourced staff	744
3	Electricity usage - customer computers and printers	345
3	Electricity usage - customer hand-held devices	2
3	Electricity usage - internet data transfer to customers	1
3	Electricity usage - online directory servers and data rooms	236
3	Electricity usage - print directory ad production servers and data rooms	115
3	Embodied emissions - customer paper and printer ink	185
3	Embodied emissions - directory paper and cardboard	8,804
3	Embodied emissions - directory printing consumables	4,205
3	Embodied emissions - office paper usage	2
3	Embodied emissions - online directory servers	7
3	Embodied emissions - print directory ad production servers	8
3	Fuel combustion - stationary energy (diesel) – base building services	<1
3	Fuel combustion - stationary energy (natural gas) – base building services	42
3	Fuel combustion - stationary energy (natural gas) - print contractors	597
3	Fuel combustion - stationary energy (natural gas) – satellite/outsourced staff	<1
3	Fuel combustion – transport and delivery of directories to households	973
3	Fuel combustion - transport of directory paper and cardboard	1,101
3	Office waste & recycling (net emissions after recycling)	23
3	Refrigerant leakage – base building air conditioning units	170
	Total Gross Emissions	22,427
	GreenPower or retired LGCs	22,427
	Total Net Emissions	0

4. Carbon offsets

4A. Offsets summary

Table 5: Offsets summary.

Date of cancellation	Offset project, unit type and registry	Serial numbers	Vintage	Quantity
10 Sep 2018	24 MW Perla Mini Hydel Project, Karnataka, India, VCUs, APX VCS Registry	<u>5117-213029651-213031295-VCU-001-APX-IN-1-1697-12092009-30062011-0</u>	2011	1,645
10 Sep 2018	5 MW Sahu Hydro Electric Project for a grid connected system in Himachal Pradesh, India, VCUs, APX VCS Registry	<u>5115-213003963-213008317-VCU-001-APX-IN-1-1698-24062009-28022010-0</u>	2010	4,355
10 Sep 2018	China Guangdong Shenzhen Qianwan LNG generation project, VCUs, APX VCS Registry	<u>3617-160098933-160102932-VCU-001-APX-CN-1-788-01012009-11052009-0</u>	2009	4,000
		<u>3582-159081884-159096883-VCU-001-APX-CN-1-788-01012009-11052009-0</u>	2009	15,000
Total offsets cancelled				25,000
Net emissions after offsetting				0
Total offsets banked for use future years: (if any) [include serial numbers]				2,573

4B. Offsets purchasing and retirement strategy

Sensis purchases carbon offsets at the end of each reporting period as the LCA is being finalised. The number of offsets purchased and retired are greater than the total emissions, with the surplus being banked for future use.

4C. Offset projects (Co-benefits)

N/A

5. Use of trade mark

Table 6: Trade mark register

Where used	Logo type
Sensis wesbite	Certified organisation
White Pages website	Certified organisation
Yellow Pages website	Certified organisation
Yellow Pages printed directory	Certified organisation
White Pages printed directory	Certified organisation

6. Have you done more?

N/A