



# **PUBLIC DISCLOSURE STATEMENT**

**PETER FULLER & ASSOCIATES PTY LTD  
TRADING AS FULLER BRAND  
COMMUNICATION**

**ORGANISATION CERTIFICATION  
FY2020–21**


Australian Government  
**Climate Active**  
**Public Disclosure Statement**

**Fuller**



An Australian Government Initiative



|                                 |  |
|---------------------------------|--|
| <b>NAME OF CERTIFIED ENTITY</b> | Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication  |
| <b>REPORTING PERIOD</b>         | 1 July 2020 – 30 June 2021<br>Arrears report   |
| <b>DECLARATION</b>              | <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></p> <p>Peter Fuller<br/>Managing Director<br/>25 October 2021</p> |



**Australian Government**  
**Department of Industry, Science,  
Energy and Resources**

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Version September 2021. To be used for FY20/21 reporting onwards.



# 1. CERTIFICATION SUMMARY

|                        |                                     |
|------------------------|-------------------------------------|
| TOTAL EMISSIONS OFFSET | 69 tCO <sub>2</sub> -e              |
| OFFSETS BOUGHT         | 100% VERs                           |
| RENEWABLE ELECTRICITY  | 0%                                  |
| TECHNICAL ASSESSMENT   | Not applicable – small organisation |

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## 2. CARBON NEUTRAL INFORMATION

### Description of certification

This certification is for the business operations of Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication. Professional brand, marketing and communication services organisation based in Kent Town, SA. Second year of certification.

### Organisation description

Fuller Brand Communication is the trading name of Peter Fuller & Associates Pty Ltd (ABN 61 065 541 120).

Established in South Australia in 1993, we are a second-generation family company that provides integrated marketing services including branding, communication strategy, graphic design, advertising, public relations, content creation, web development, video, photography and digital marketing. The company is located in contemporary offices at 37 Fullarton Road, Kent Town, on the Adelaide CBD fringe and currently employs 30 staff.

Fuller Brand Communication has been a partner of Carbon Neutral Adelaide since 2019 and in December 2020 Fuller became the first marketing agency in Australia to achieve carbon neutral certification through the Federal Government's [Climate Active](#) Program, and in the same month was also awarded [BCorp certification](#) through the global BLab program.

While these are major milestones for us, they are both certifications that will continue to challenge Fuller to stay on its journey of doing good, being better, giving more and taking less.

*“As a marketing communication agency we believe we have an important role in influencing social and economic change that is for the good of society. It is therefore our responsibility to ‘walk the talk’, demonstrating our leadership in ethical business behaviour. Cutting our carbon emissions is not just being a good corporate citizen, it is an essential contribution to the reduction of global warming and the sustainability of the planet.”*

## 3.EMISSIONS BOUNDARY

This is a small organisation certification, which uses the standard Climate Active small organisation emissions boundary. Emission sources can be excluded if they do not occur.

### 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.

This emissions boundary is consistent with our base year certification in 2019-20.

| Inside emissions boundary                |                              | Outside emission boundary  |
|--|------------------------------|--|
| <b><u>Quantified</u></b>                 | <b><u>Non-quantified</u></b> | <b><u>Excluded</u></b>   |
| Accommodation                            | Electric company vehicle     | All mandatory small business emissions sources have been included. |
| Air travel                               |                              |  |
| Business travel using car share and taxi |                              |  |
| Copy paper                               |                              |  |
| Cleaning and chemicals                   |                              |  |
| Electricity                              |                              |  |
| Employee commuting                       |                              |  |
| Food and catering                        |                              |  |
| ICT services and equipment               |                              |  |
| Office equipment and supplies            |                              |  |
| Postage, courier, and freight            |                              |  |
| Telephone and internet                   |                              |  |
| Transport fuel used in company vehicles  |                              |  |
| Video equipment                          |                              |  |
| Waste                                    |                              |  |
| Working from home                        |                              |  |

### Data management plan for non-quantified sources

There are no emissions sources for which a data management plan is mandatory however we would like to confirm if there are any emissions associated with the charging of our electric vehicle. Accordingly, information on vehicle charging and the corresponding energy sources will be collected by FY2021-22.

# 4. EMISSIONS REDUCTIONS

## Emissions reduction strategy

Fuller Sustainability Plan 2021-2031  
(2021-2022 edition)

### Sustainability Goal

*Reduce carbon emissions to zero by 2030-2031 through a 10% reduction per year on 2020-2021 levels (based on the emissions scope of our Climate Active carbon neutral organisation certification).*

2021 levels = 69 tonnes of carbon

Annual reduction target = 10% / 6.9 tonnes of carbon

### Sustainability Strategy

We will achieve our goal by targeting the biggest sources of carbon pollution over the next 10 years:

1. Staff commuting
2. Company vehicle fuel consumption
3. Electricity consumption
4. Telecommunications
5. Computer and video equipment
6. Waste

### Reduction strategies for emission sources

#### Staff commuting - reduce by minimum 10% per year

- Introduce a new policy of minimum one “low carb” day per fortnight and build this up by one extra day per year.
- Staff will be required to come to work via public transport, walking or riding a bike. Or they may choose to work from home. (This idea has been suggested by our team).
- Provide a low emissions company vehicle in the company car park that can be used for client meetings or errands to encourage staff to leave their vehicles at home more often.
- Provide a flexible working environment where staff are encouraged to work from home at least one day per week.

#### Company vehicle fuel consumption - reduce by 20% per year

- From 2020-2021, roll over one company vehicle per year to electric aiming for a full electric vehicle fleet by 2026.
- Install electric vehicle charger at the office (sourced from GreenPower) and homes (sourced from home solar panels and/or batteries).

#### Electricity consumption - reduce by 10% per year

- Introduce policy to switch off all computers and monitors every night.
- Investigate putting timers on lights.
- Install electricity measurement devices for instant feedback.
- Encourage staff to switch to a carbon neutral power source at home such as solar or GreenPower from a carbon neutral retailer. These suggestions will also be included in Fuller's Working From Home policy.
- Continue monitoring new sources of renewable energy.
- Potential office relocation (2023-24) with renewable energy such as solar panels.

#### Telecommunications - reduce by 10% per year

- Seek to partner with a carbon neutral telecommunications provider by 2031.

#### Computer and video equipment - reduce by 10% per year

- Research carbon neutral suppliers.
- Review procurement policies to ensure a carbon neutral provider is always researched and given priority consideration.
- Use purchasing power to influence the direction of suppliers and manufacturers to offer carbon neutral products.

#### Waste - reduce by 10% per year

- Continue offering annual staff education about waste management, e.g., "which bin", to decrease the amount of waste going to landfill.
- Introduce "nude food" policy at work to reduce the amount of food packaging disposed of in the office.
- Review Uber Eats consumption and put a policy in place to reduce the number of orders per week to the office to reduce waste.

## **Emissions reduction actions**

Goal: By 2021 Fuller will be a leader in sustainable, ethical, carbon neutral business practice in SA - especially in the marketing communications sector.

#### *External Strategy - Positioning and Advocacy*

- Achieve BCorp certification. **ACHIEVED.**



- In January 2021 Fuller became the first communications agency in Australia to be both Climate Active and BCorp certified.

*Internal Strategy - Think Global - Act Local*

- Waste reduction scheme (zero tolerance on takeaway coffee cups and plastic water bottles; paper and plastics recycling), green waste composting (kitchen scraps etc) and staff and client re-usable glass water bottles. **ACHIEVED**
- Energy reduction (LED lights, aircon timers, planned changeover to green power by January 2021). **ACHIEVED**. Electricity consumption was reduced through improved computer energy saving plans.
- Water reduction (drip irrigation, computer scheduler, low flow showers and taps). **ACHIEVED**
- Printing reduction (double sided, black and white only; look toxicity offset printing). **ACHIEVED**
- Environmentally sound products (toilet paper, cleaning, local coffee supply, carbon neutral copy paper). **ACHIEVED**
- Transport (electric vehicle changeover plan, more video conferencing, less flights). **ACHIEVED**. One diesel-powered fleet vehicle was replaced with an electric vehicle which is charged either by a residential solar system or 100% renewable grid electricity.

## 5. EMISSIONS SUMMARY

### Emissions over time

| Emissions since base year |         | Total tCO <sub>2</sub> -e |
|---------------------------|---------|---------------------------|
| Base year:                | 2019–20 | 61.30                     |
| Year 1:                   | 2020–21 | 68.81                     |

### Significant changes in emissions

| Emission source name  | Current year (tCO <sub>2</sub> -e and/ or activity data) | Previous year (tCO <sub>2</sub> -e and/ or activity data) | Detailed reason for change  |
|---|--|---|---|
| Employee commuting  | 19.11  | 0.00  | Previous year's commute was complicated due to the COVID-19 pandemic and company's extensive working from home arrangements. It was therefore not quantified. |
| Total net electricity emissions (Location based)              | 7.91   | 21.06   | Purchase of carbon neutral electricity part-way through year  |
| Computer and electrical components, hardware, and accessories | 5.81   | 2.80  | Increased expense due to organic growth   |
| Computer equipment  | 3.76   | 6.46  | Reduced expense for computer equipment  |
| Telecommunications  | 5.61   | 4.44  | Increased expense due to organic growth   |
| Diesel used in company vehicle                                | 8.16   | 6.79  | Increased fuel consumption due to organic growth and less travel restrictions   |

### Use of Climate Active carbon neutral products and services

- Aspire A3 and A4 copy paper (an Australian Paper product)

## Organisation emissions summary

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

| Emission category  | Sum of Scope 1 (tCO <sub>2</sub> -e) | Sum of Scope 2 (tCO <sub>2</sub> -e) | Sum of Scope 3 (tCO <sub>2</sub> -e) | Sum of total emissions (tCO <sub>2</sub> -e) |
|--|--------------------------------------|--------------------------------------|--------------------------------------|--|
| Accommodation (hotels)   | 0                                    | 0                                    | 0.30                                 | 0.30   |
| Air travel (km)  | 0                                    | 0                                    | 0.79                                 | 0.79   |
| Cleaning and chemicals   | 0                                    | 0                                    | 1.98                                 | 1.98   |
| Electricity  | 0                                    | 7.91                                 | 0                                    | 7.91   |
| Food and catering  | 0                                    | 0                                    | 1.50                                 | 1.50   |
| ICT services and equipment   | 0                                    | 0                                    | 16.22                                | 16.22  |
| Company vehicles (Scope 1) and staff commute & business travel (Scope 3) | 12.06                                | 0                                    | 19.52                                | 31.58  |
| Office equipment & supplies  | 0                                    | 0                                    | 0.56                                 | 0.56   |
| Postage, courier and freight   | 0                                    | 0                                    | 0.68                                 | 0.68   |
| Waste  | 0                                    | 0                                    | 2.93                                 | 2.93   |
| Working from home  | 0                                    | 0                                    | 1.08                                 | 1.08   |
| <b>Total</b>   | <b>12.06</b>                         | <b>7.91</b>                          | <b>45.56</b>                         | <b>65.53</b>                                 |

## Uplift factors

An uplift factor is an upwards adjustment to the total carbon inventory to account for relevant emissions, which can't be reasonably quantified or estimated. This conservative accounting approach helps ensure the integrity of the carbon neutral claim.

| Reason for uplift factor  | tCO <sub>2</sub> -e |
|---|---------------------|
| Compulsory additional 5% of the total to be added for small organisations | 3.28                |
| <i>Total footprint to offset (uplift factors + net emissions)</i>         | 68.81               |

## 6. CARBON OFFSETS

### Offsets strategy

#### Offset purchasing strategy: In arrears

|  |  |
|--|--|
| 1. Total offsets previously forward purchased and banked for this report     | 119 tonnes CO2-e                           |
| 2. Total emissions liability to offset for this report                       | 69 tonnes CO2-e                            |
| 3. Net offset balance for this reporting period                              | 50 tonnes CO2-e                            |
| 4. Total offsets to be forward purchased to offset the next reporting period | 50 tonnes CO2-e<br>(banked for future use) |
| 5. Total offsets required for this report                                    | 69 tonnes CO2-e                            |

### Co-benefits

#### InfraVest Changbin and Taichung bundled Wind Farms Project, Taiwan

Taiwan is heavily reliant on fossil fuels and shifting towards sustainable energy is vital for Taiwan's national security and its economic and environmental prosperity. By harnessing the power of prevailing coastal winds to generate clean energy, the Changbin and Taichung wind farms power Taiwanese homes, while helping to expand Taiwan's renewable energy industry. The project owner is helping boost sustainable development through a number of local initiatives, such as guided wind farm tours that raise awareness about climate change and pollution, supporting the elderly and a scholarship programme. As well as contributing to global climate change mitigation efforts through emission reductions, the project is engaged in several activities that help to preserve the local ecosystem such as regular beach clean ups. The project has also supported the reforestation of 2,400 m<sup>2</sup> of land, which is encouraging local biodiversity. The project supports four Sustainable Development Goals – affordable and clean energy, decent work and economic growth, climate action and life on land.

Also see information about our investment in local biodiversity offsets under Additional Information.

## Offsets summary

### Proof of cancellation of offset units

| Offsets cancelled for Climate Active Carbon Neutral Certification      |                      |               |   |  |         |   |  |  |   |                         |
|--|----------------------|---------------|---|--|---------|---|--|--|---|-------------------------|
| Project description  | Type of offset units | Registry      | Date retired                                    | Serial number (and hyperlink to registry transaction record) | Vintage | Eligible quantity (tCO <sub>2</sub> -e) | Quantity used for previous reporting periods | Quantity banked for future reporting periods | Quantity used for this reporting period claim | Percentage of total (%) |
| InfraVest Changbin and Taichung bundled Wind Farms Project, Taiwan     | VER                  | Gold Standard | 02/11/2020                                      | <a href="#">GS1-1-TW-GS472-12-2017-6457-108747-108926</a>    | 2017    | 180                                     | 61   | 50   | 69  | 38%                     |
| <b>Total offsets retired this report and used in this report</b>       |                      |               |   |  |         |   |  |  | 69 tCO <sub>2</sub> -e                        |                         |
| <b>Total offsets retired this report and banked for future reports</b> |                      |               |   |  |         |   |  | 50 tCO <sub>2</sub> -e                       |   |                         |
| Type of offset units   |                      |               | Quantity (used for this reporting period claim) |  |         |   | Percentage of total                          |  |   |                         |
| Verified Emissions Reductions (VERs)                                   |                      |               | 69 tCO <sub>2</sub> -e                          |  |         |   | 100%   |  |   |                         |

## 7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

### Renewable Energy Certificate (REC) summary

Not applicable

## APPENDIX A: ADDITIONAL INFORMATION

### **Additional offsetting through local biodiversity offsets**

As part of our offsetting arrangements, we are keen to support local projects and communities. Last year, we purchased 180 EcoAustralia biodiversity units from the Mount Sandy project – a rare pocket of biodiverse vegetation in South Australia. EcoAustralia is a stapled credit product which blends Government accredited biodiversity projection with international credits. Mount Sandy is located on the traditional lands of the Ngarrindjeri people. Management at the project site is made possible through close collaboration with the nearby Raukkan Aboriginal Community. The stapled offsets are those shown in the Offsets summary above.

# APPENDIX B: ELECTRICITY SUMMARY

Electricity emissions are calculated using a location-based approach

## 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.

### Market-based approach summary

| Market-based approach  | Activity data (kWh) | Emissions (kgCO <sub>2</sub> -e) | Renewable % of total |
|--|---------------------|----------------------------------|----------------------|
| Behind the meter consumption of electricity generated                  | 0                   | 0                                | 0                    |
| <b>Total non-grid electricity</b>                                      | <b>0</b>            | <b>0</b>                         | <b>0</b>             |
| LGC purchased and retired (kWh) (including PPAs & Precinct LGCs)       | 0                   | 0                                | 0                    |
| GreenPower   | 0                   | 0                                | 0                    |
| Jurisdictional renewables (LGCs retired)                               | 0                   | 0                                | 0                    |
| Jurisdictional renewables (LRET) (applied to ACT grid electricity)     | 0                   | 0                                | 0                    |
| Large Scale Renewable Energy Target (applied to grid electricity only) | 2,880               | 0                                | 19%                  |
| Residual electricity   | 12,338              | 13,240                           | 0                    |
| <b>Total grid electricity</b>  | <b>15,218</b>       | <b>13,240</b>                    | <b>19%</b>           |
| <b>Total electricity consumed (grid + non grid)</b>                    | <b>15,218</b>       | <b>13,240</b>                    | <b>19%</b>           |
| Electricity renewables   | 2,880               | 0                                |                      |
| Residual electricity   | 12,338              | 13,240                           |                      |
| <b>Exported on-site generated electricity</b>                          | <b>0</b>            | <b>0</b>                         |                      |
| Emission footprint (kgCO <sub>2</sub> -e)                              |                     | 13,240                           |                      |

|  |               |
|--|---------------|
| <b>Total renewables (grid and non-grid)</b>                        | <b>18.93%</b> |
| <b>Mandatory</b>   | <b>18.93%</b> |
| <b>Voluntary</b>   | <b>0.00%</b>  |
| <b>Behind the meter</b>  | <b>0.00%</b>  |
| <b>Residual electricity emission footprint (tCO<sub>2</sub>-e)</b> | <b>13</b>     |

Figures may not sum due to rounding. Renewable percentage can be above 100%



### Location-based approach summary

| Location-based approach                        | Activity data (kWh) | Emissions (kgCO <sub>2</sub> -e) |
|--|---------------------|----------------------------------|
| SA   | 15,218              | 7,914                            |
| <b>Grid electricity (scope 2 and 3)</b>        | <b>15,218</b>       | <b>7,914</b>                     |
| SA   | 0                   | 0                                |
| <b>Non-grid electricity (behind the meter)</b> | <b>0</b>            | <b>0</b>                         |
| <b>Total electricity consumed</b>              | <b>15,218</b>       | <b>7,914</b>                     |
| <b>Emission footprint (tCO<sub>2</sub>-e)</b>  | <b>8</b>            |                                  |

### Climate Active carbon neutral electricity summary

| Carbon neutral electricity offset by Climate Active product | Activity data (kWh) | Emissions (kgCO <sub>2</sub> -e) |
|---|---------------------|----------------------------------|
| AGL Carbon Neutral energy                                   | 21,040              | 0                                |

*Climate Active carbon neutral electricity is not considered renewable electricity. The emissions have been offset by another Climate Active carbon neutral product certification.*

# APPENDIX C: INSIDE EMISSIONS BOUNDARY

## Non-quantified emission sources

The following sources emissions have been assessed as relevant, 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 | (1) Immaterial | (2) Cost effective (but uplift applied) | (3) Data unavailable (but uplift applied & data plan in place) | (4) Maintenance |
|--|----------------|---|--|-----------------|
| Electric company vehicle                 | Yes            | No                                      | No   | No              |

# APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

## Excluded emission sources

The below emission sources have been assessed as not relevant to an 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.

| Emission sources tested for relevance | (1)<br>Size | (2)<br>Influence | (3)<br>Risk | (4)<br>Stakeholders | (5)<br>Outsourcing | Included in boundary? |
|---------------------------------------|-------------|------------------|-------------|---------------------|--------------------|-----------------------|
| Not applicable                        |             |                  |             |                     |                    |                       |



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