



# **PUBLIC DISCLOSURE STATEMENT**

**YOUNG FOLKS DIGITAL**

**SERVICE CERTIFICATION  
FY2019-20**

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



An Australian Government Initiative



NAME OF CERTIFIED ENTITY: Young Folks Digital

REPORTING PERIOD: 1 July 2019 – 30 June 2020

**Declaration**

To the best of my knowledge, the information provided in this Public Disclosure Statement is true and correct and meets the requirements of the Climate Active Carbon Neutral Standard.

Signature *Erin Morris*

Date 16 February 2022

Name of Signatory Erin Morris

Position of Signatory Director



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

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# 1. CARBON NEUTRAL INFORMATION

## Description of certification

This inventory has been prepared for the financial year from 1 July 2019 to 30 June 2020 and covers the Marketing and Digital Advertising services provided by Young Folks Digital.

The Australian business operations of Young Folks Digital, ABN: 52 634 025 442, are included within this certification boundary and are also certified as carbon neutral by Climate Active.

### Functional unit

The total billable hours were used as the functional unit for the services Young Folks Digital provided in financial year 2020.

## Organisation description

Young Folks is a marketing agency on a mission to make a positive difference for people and the planet. We're a purpose-first business, with positive impact built into our operation from the ground up.

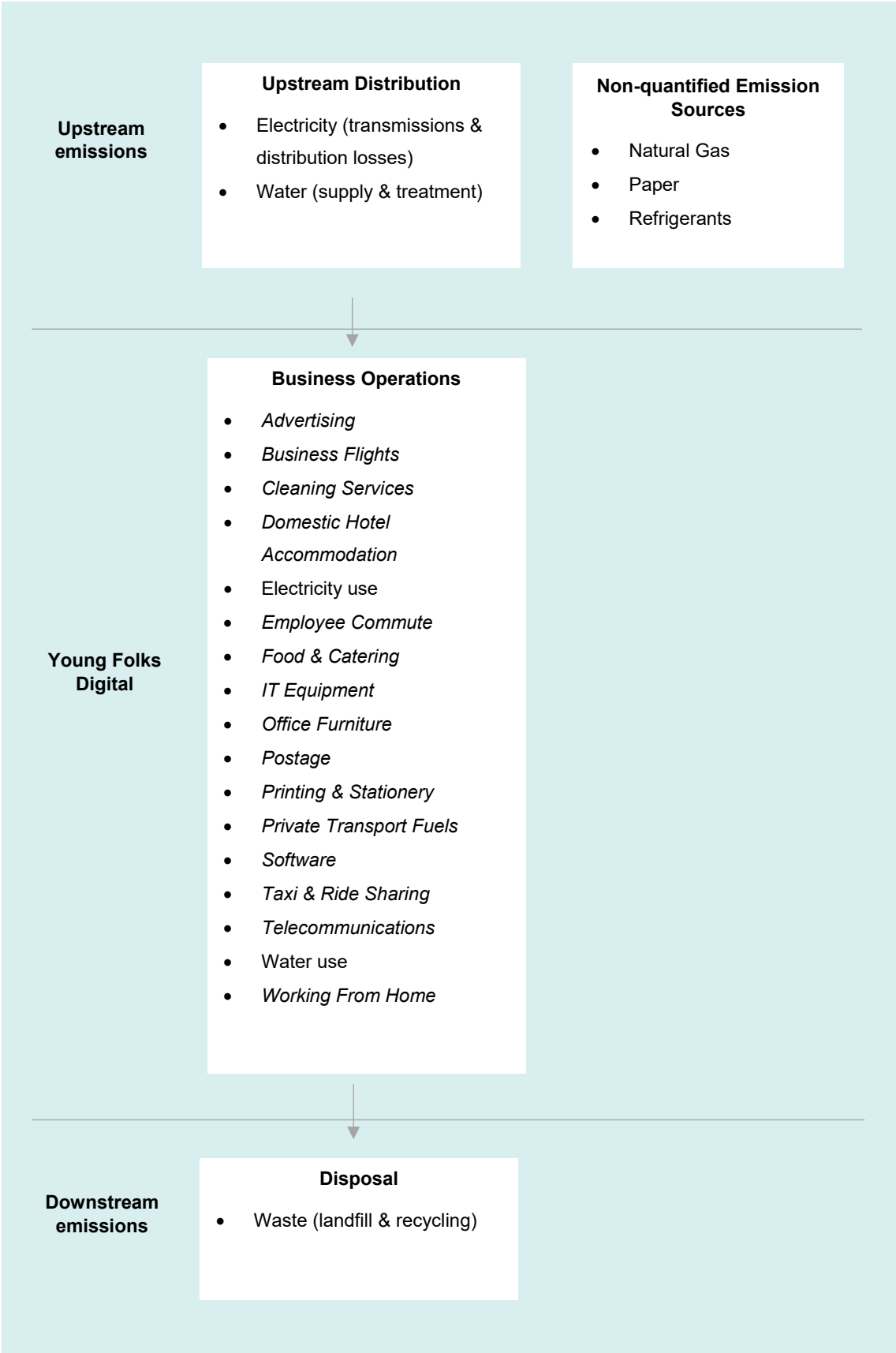
With offices an office in Melbourne, we partner up with conscious companies whose values align with our own. Innovators and distributors. Sustainable and ethical. Community minded and kind.

Most of all, just like us they try to think in positive, practical ways. And they want everyone to know about it, so we're helping them take their powerful message to the world.

*“We’re on the tipping point of catastrophic climate change. The action we take today will influence our tomorrow. And we see it as our responsibility to play our part in climate action.”*

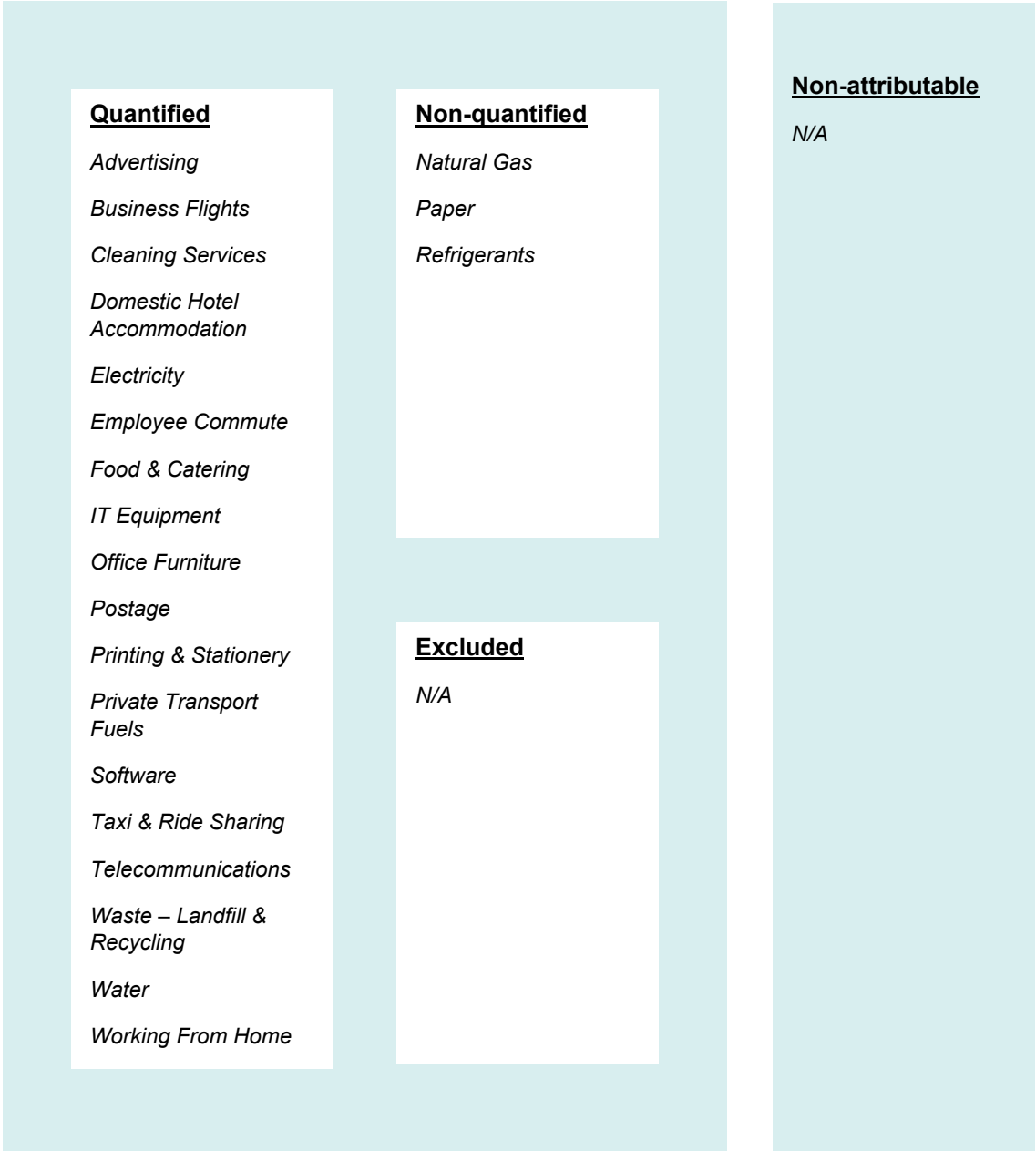
# Service process diagram

The following diagram is cradle to grave.



## 2. EMISSION BOUNDARY

### Diagram of the certification boundary



### **Attributable non-quantified sources**

Natural gas, paper and refrigerants have been non-quantified as they have been estimated to be immaterial.

### **Data management plan**

N/A

### **Excluded sources (within certification boundary)**

N/A

### **Non attributable sources (outside certification boundary)**

N/A

*“By becoming a carbon neutral organisation and service, we’re talking steps towards creating the kind of future we all deserve.”*

## 3. EMISSIONS SUMMARY

### Emissions reduction strategy

As an organisation that's primarily cloud-based we are proactive in storing only what's required in our cloud-based systems to reduce the amount of energy need to hold data.

All the marketing strategies and plans we prepare for clients have a focus of making marketing more efficient and leveraging automation to save time and energy. We see this having a two-pronged long-term impact. The first area of impact relates to the direct energy use required by our clients spending less time on their devices and therefore less energy being used. The other result of our efficient marketing strategies means that as our clients automate their systems, they have the opportunity to spend less time working on their marketing, opening up more time for them to be more intentional with their time and giving our clients more space to pursue out of work activities like cooking at home with their families or creating a veggie garden. Due to the nature of our value-aligned clients, we consider this to be a realistic impact outcome.

Within our office we have a thorough compost and recycling system. We believe these small changes empower our staff and visiting clients through visibility and practice. By creating a level of normality around these changes and demonstrating to our team, as well as our clients, how accessible composting and recycling can be, has a huge long-term effect in others embracing more sustainable practices and the flow on effect continues. We believe this is how we save the planet.

Young folks will also continue to investigate other opportunities to reduce their emissions and will develop and implement a strategy within the next two years.

### Functional units

**Table 1**

	Number of functional units
<i>a) Number of functional units sold this period</i>	2,171
<i>b) Number of functional units to be forward offset demonstrating commitment to carbon neutrality (true-up to be conducted at the end of the reporting period)</i>	N/A

## Emissions summary (inventory)

All emissions are shared with the parent (organisation) certification.

**Table 2**

Emission source category	tonnes CO <sub>2</sub> -e
Accommodation and facilities	0.46
Air Transport (km)	0.69
Cleaning and Chemicals	0.03
Electricity	3.68
Food	0.66
ICT services and equipment	3.67
Land and Sea Transport (fuel)	0.19
Land and Sea Transport (km)	1.41
Office equipment & supplies	2.31
Postage, courier and freight	0.01
Professional Services	0.12
Taxi & Ride Sharing	0.02
Waste	0.02
Water	0.02
Working From Home	0.62
<b>1. Total inventory emissions</b>	<b>13.92</b>
<b>2. Emissions per functional unit (based on the number of functional units represented by the inventory)</b> <i>Total tCO<sub>2</sub>-e divided by the number of functional units in table 1.</i>	<b>6.41</b>
<b>3. Carbon footprint</b> <i>(Emissions per functional unit (2)* number of functional units (a or b from table 2))</i>	<b>13.92</b>

## Uplift factors

N/A

## Carbon neutral products

This assessment and Climate Active submission was prepared with the assistance of [Pangolin Associates](#) and these services are also carbon neutral.



## Electricity summary

Electricity was calculated using a Location-based approach.

The Climate Active team are consulting on the use of a market vs location-based approach for electricity accounting with a view to finalising a policy decision for the carbon neutral certification by July 2020. Given a decision is still pending on the accounting way forward, a summary of emissions using both measures has been provided for full disclosure and to ensure year on year comparisons can be made.

### Market-based approach electricity summary

Table 3

Electricity inventory items	kWh	Emissions (tonnes CO <sub>2</sub> -e)
Electricity Renewables	611.82	0.00
Electricity Carbon Neutral Power	0.00	0.00
Electricity Remaining	2,677.53	2.89
Renewable electricity percentage	0.19	
<i>Net emissions (Market based approach)</i>		<b>2.89</b>

### Location-based summary

Table 4

State/ Territory	Electricity Inventory items	kWh	Full Emission factor (Scope 2 +3)	Emissions (tonnes CO <sub>2</sub> -e)
Vic	Electricity Renewables	-	-1.12	0.00
Vic	Electricity Carbon Neutral Power	-	-1.12	0.00
Vic	Netted off (exported on-site generation)	-	-1.02	0.00
Vic	Electricity Total	3,289	1.12	3.68
	<i>Total net electricity emissions (Location based)</i>		<i>0.00</i>	<b>3.68</b>

## 4. CARBON OFFSETS

### **Offset purchasing strategy:** in arrears

The detail of the offsets relating to this certification are the same as those found in Young Folks Digital Organisation PDS.

## Offsets summary

Table 5

<b>1. Total offsets required for this report</b>				14					
<b>2. Offsets retired in previous reports and used in this report</b>				0					
<b>3. Net offsets required for this report</b>				14					
Project description	Type of offset units	Registry	Date retired	Serial number (and hyperlink to registry transaction record)	Vintage	Quantity (tonnes CO <sub>2</sub> -e)	Quantity used in previous report	Quantity banked for future years	Quantity used in this report
NIHT Topaiyo REDD +	VCUs	Verra	31 August 2021	<a href="#">9629-113179312-113179318-VCS-VCU-466-VER-PG-14-2293-01062017-31122019-0</a>	2019	7	0	0	7
Rice Husk Based Thermal Energy Generation Project at Thot Not	VCUs	Verra	31 August 2021	<a href="#">3983-170792647-170792653-VCU-008-APX-VN-1-908-01032013-28022014-0</a>	2014	7	0	0	7
<i>Total offsets retired this report and used in this report</i>									<b>14</b>
<i>Total offsets retired this report and banked for future reports</i>									<b>0</b>

## Co-benefits

### NIHT Topaiyo REDD +

NIHT Inc. has partnered with the traditional landowners of New Ireland and East New Britain to put an end to deforestation initiated by industrial logging in the region. The preservation of these rainforests is essential to not only the carbon and biodiversity benefits inherent with projects of this nature, but also for the wellbeing and prosperity of the people of New Ireland and East New Britain. The project is located in the forested areas of New Ireland and East New Britain in Papua New Guinea. The project has evolved based on the input and needs expressed by persons living in the region. What began as a traditional timber operation has been recognised as an opportunity with enormous carbon sequestering potential and has evolved into a forest protection project that will provide substantial economic benefits to the people of Papua New Guinea. Through the avoidance of carrying out exploitative industrial commercial timber harvesting in the project area, the project expects to generate nearly 60 million tonnes of CO2 emissions reductions across the 30 year project lifetime, depending on the number and size of Project Activity Instances (PAIs) added to the project.

### Rice Husk Based Thermal Energy Generation Project at Thot Not

Cai Be District in South Vietnam turns an environmental problem into a clean, renewable energy solution. Processing rice for bran oil typically resulted in the disposal of rice husks into waterways. Decaying husks then released methane into the atmosphere, a greenhouse gas 25 times worse than carbon dioxide. Instead, Cai Be captures rice husk methane to produce electricity. Biomass based thermal energy generation technology requires specialized expertise and good knowledge of the operational procedures. Implementation of such boiler technology thus comes with the need for trained manpower to operate and maintain the system. Thus, the local in the area, which is a developing region, are employed by the project and will benefit from training and increased job opportunity.

## 5. USE OF TRADE MARK

**Table 6**

Description where trademark used	Logo type
Website	Certified organisation
Email signatures	Certified organisation
Sustainability report	Certified organisation
Printing and digital marketing collateral	Certified organisation

## 6. ADDITIONAL INFORMATION

At Young Folks, we support our team in taking time off to attend the Climate Strikes and regularly discuss and celebrate individual and collective ways to reduce negative environmental and social impacts both at work and outside of work – such as sharing plant-based recipes and home composting tips.

As we grow, we are seeing the opportunity to work with more clients to improve their own environmental impact and better their business. Through our experience applying for various social and environmental partnerships and certifications, we have seen the opportunity to mentor and give guidance to help our clients reduce their emissions, embrace sustainable practices and further their impacts.

We continue to support social and environmental impact organisations including donating one percent of our revenues before to 1 Percent For the Planet, and giving back five percent of our time to charities and non-for-profit organisations that are making a positive impact for the environment and the community.

We also continue to discuss climate change and realistic action people can take on our social media.

# APPENDIX 1

## Non-attributable emissions for products and services

To be deemed attributable an emission must meet two of the five relevance criteria. Non-attributable emissions are detailed below against each of the five criteria.

**Table 7**

Relevance test					
Non-attributable emission	<i>The emissions from a particular source are likely to be large relative to the organisation's electricity, stationary energy and fuel emissions</i>	<i>The emissions from a particular source contribute to the organisation's greenhouse gas risk exposure.</i>	<i>Key stakeholders deem the emissions from a particular source are relevant.</i>	<i>The responsible entity has the potential to influence the reduction of emissions from a particular source.</i>	<i>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.</i>

N/A

## APPENDIX 2

### Non-quantified emissions for products/services

Please advise which of the reasons applies to each of your non-quantified emissions. You may add rows if required.

**Table 8**

<b>Non-quantification test</b>				
Relevant-non-quantified emission sources	<i>Immaterial &lt;1% for individual items and no more than 5% collectively</i>	<i>Quantification is not cost effective relative to the size of the emission but uplift applied.</i>	<i>Data unavailable but uplift applied. A data management plan must be put in place to provide data within 5 years.</i>	<i>Initial emissions non-quantified but repairs and replacements quantified</i>
Natural Gas	Y	N	N	N
Paper	Y	N	N	N
Refrigerants	Y	N	N	N