



# **PUBLIC DISCLOSURE STATEMENT**

MAN OF MANY PTY LTD

ORGANISATION CERTIFICATION  
CY2021

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

**MANOFMANY**



An Australian Government Initiative



<b>NAME OF CERTIFIED ENTITY</b>	Man of Many Pty Ltd
<b>REPORTING PERIOD</b>	Calendar year 1 January 2021 – 31 December 2021 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>Scott Purcell Co-Founder, Man of Many</p>



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

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Version March 2022. To be used for FY20/21/CY2021 reporting onwards.



# 1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	40 tCO <sub>2</sub> -e
OFFSETS BOUGHT	100% ACCUs
RENEWABLE ELECTRICITY	N/A
TECHNICAL ASSESSMENT	CY2022 Morna McGuire Pangolin Associates

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## 2. CARBON NEUTRAL INFORMATION

### Description of certification

This inventory has been prepared for the calendar year from 1 January 2021 to 31 December 2021 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:

- Uni 10, 2 Kings Lane, Darlinghurst 2010 NSW
- Freelance employees working remotely across Australia

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

*“The Climate Active Certification is important to Man of Many as we continue to cover and support sustainable business and practices as part of our new coverage. In doing so, we believe it's important to practice what we preach.”*

## Organisation description

Man of Many, ABN 73163331280, is an online publisher specialising in men's lifestyle content operating out of Darlinghurst, NSW. Man of Many is Australia's largest men's lifestyle site that features the latest in products, culture & style.

As a proudly independent digital publication, Man of Many has been recognised as Brand of the Year, Consumer Publication of the Year and Newsletter of the Year in the 2021 Mumbrella Publish Awards. Man of Many is also one of the fastest-growing media companies in the country, as recognised in the Deloitte Fast 500 List in 2020, the AFR Fast 100 List in 2021 and The Financial Times Fast-Growing Companies APAC List in 2022.

As a news publisher, Man of Many primarily speaks to an audience of 25-44-year-old affluent and well educated Australians with 68% of our audience being male and 89% of our audience living in major metropolitan cities. Man of Many has a particular focus on men's cultural, lifestyle and public interest matters, including men's health and wellbeing, as well as investigating consumer trends, exploring local news and events and reporting on technology and consumer product news.

## 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 or precinct'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		Outside emission boundary
<p><b><u>Quantified</u></b></p> <ul style="list-style-type: none"> <li>Accommodation and facilities</li> <li>Cleaning and Chemicals</li> <li>Climate Active Carbon Neutral Products and Services</li> <li>Electricity</li> <li>Food</li> <li>ICT services and equipment</li> <li>Office equipment &amp; supplies</li> <li>Postage, courier and freight</li> <li>Products</li> <li>Professional Services</li> <li>Refrigerants</li> <li>Transport (Air)</li> <li>Transport (Land and Sea)</li> <li>Waste</li> <li>Water</li> <li>Working from home</li> </ul>	<p><b><u>Non-quantified</u></b></p> <ul style="list-style-type: none"> <li>N/A</li> </ul>	<p><b><u>Excluded</u></b></p> <ul style="list-style-type: none"> <li>N/A</li> </ul>

**Data management plan for non-quantified sources**

There are no non-quantified sources in the emission boundary that require a data management plan.



# 4. EMISSIONS REDUCTIONS

## Emissions reduction strategy

Man of Many aims to reduce emissions intensity by 30% via energy efficiency actions or carbon offsets by 2025 from a 2021 baseline.

### Scope 1 emissions will be reduced by:

- Company Cars
  - Use GPS tracking to collect data to help analyze and optimize company car usage.
  - Look to purchase more fuel efficient or alternatively fueled company car vehicles, such as hybrid or electric vehicles.

### Scope 2 emissions will be reduced by:

- Tenancy electricity
  - Change lighting to more energy efficient options such as LED.
  - Ensure that natural light is used when adequate.
  - Educate employees to switch off appliances when not in use.
  - Switch to 100% GreenPower.
  - Install motion sensors to automatically ensure lights are switched off if rooms are not in use.
  - Investigate dimmable lights as a means to ensure lights aren't at their brightest maximum when not required.
  - Implement temperature controls and thermostats to ensure heating and air conditioning is timed correctly and according to outside air temperatures.
  - Regularly cleaning of filters and fins on heating and cooling appliances.
  - Investigate installing window film to reflect heat back out during the summer but reflect heat back in during winter.
  - Reduce electricity usage by altering the settings of IT equipment:
    - Set PCs to use 'power saving mode' where relevant.
    - Reduce PC's processing power to 80% of maximum.
    - Reduce screen brightness levels.
    - Automatic screen turn-off when PC idle.
    - Run troubleshooter on PCs Power settings, to identify areas for improvement.
    - Delete all legacy or unused programs.
    - Disable all non-necessary apps from opening when turning on a PC or running in the background.
    - Ensure features such as Bluetooth and Wifi are on when in use.
    - Unplug any peripheral devices when not in use, such as mouse, USB or headphones.
    - Ensure all staff power-off PCs when leaving the office.
    - Clean up the drives by deleting all unnecessary files and emptying the recycling bin.
- Base building electricity:
  - Liaise with the office premises owner and the building managers to encourage them to purchase GreenPower electricity or install rooftop solar on the building.

### Scope 3 emissions will be reduced by:

- Man of Many website
  - Remove any unnecessary code.
  - Maximize use of compression to save data without compromising quality.
- Business air travel



- Maximizing use of online meeting software, such as Zoom, Microsoft Teams, Google Meet and Skype, rather than business travel where possible and sensible.
- Flying economy class and carbon offsetting flights that cannot be avoided.
- Software
  - Use green cloud vendors where possible who use sustainable energy sources and provide server-side efficiencies like caching.
  - Where possible chose software providers who:
    - Publicly report on their emissions.
    - Have plans to reduce their emissions, with public targets.
    - Offset current emissions with certified credits.
- Landfill
  - Audit landfill waste to identify if anything could have been recycled.
  - Implement a target of 80% of our waste being recycling by 2025.
  - Purchase recycled paper.
  - Finally engage all employees in an educational workshop to better understand sustainable waste management.

#### **Advocacy and Employee Education**

- Public advocacy and support for emissions reduction policies via Man of Many's website and social media presence.
- Look to join existing public reporting framework such as Carbon Disclosure Project (CDP) and/or Task Force on Climate-related Financial Disclosures (TCFD) to show its commitment to assess climate change.
- Education of employees in ways to reduce their individual impacts including use of educational workshops such as via Pangolin Associates workshops.

## Use of Climate Active carbon neutral products and services

In CY2021 Man of Many purchased carbon neutral opal paper.

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

## Organisation emissions summary

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

Emission category	Sum of total emissions (tCO <sub>2</sub> -e)
Accommodation and facilities	0.06
Cleaning and Chemicals	0.42
Climate Active Carbon Neutral Products and Services	0.00
Electricity	8.58
Food	1.52
ICT services and equipment	13.00
Office equipment & supplies	0.09
Postage, courier and freight	0.07
Products	0.06
Professional Services	5.85
Transport (Air)	0.47
Transport (Land and Sea)	1.12
Waste	2.76
Water	0.94
Working from home	1.76
<b>Total</b>	<b>36.70</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	1.84
Uplift for refrigerants, bank fees and rideshare emissions *	1.26
Total of all uplift factors	3.09
<b>Total footprint to offset</b> <i>(total net emissions from summary table + total uplifts)</i>	<b>39.07</b>

\* These emissions were quantified, but presented as an uplift.

## 5. CARBON OFFSETS

### Offsets retirement approach

In arrears	
1. Total emissions footprint to offset for this report	40
2. Total eligible offsets purchased and retired for this report	40
3. Total eligible offsets banked to use toward next year's report	0

### Co-benefits

#### Merepah Fire Project - Aboriginal Carbon Foundation

The [Aboriginal Carbon Foundation](#) (AbCF) catalyses life-changing, community prosperity, through carbon farming. Its aim is to build wealth for Traditional Owners and non-Aboriginal carbon farmers, implementing carbon projects that demonstrate environmental, social and cultural core benefits, through the ethical trade of carbon credits.

The Merepah Fire Project involves strategic fire management, including aerial and ground burning as well as fire suppression to reduce late dry-season wildfires, in turn decreasing carbon emissions. The project was registered under the Emission Reduction Fund (ERF) in 2014. The project has been issued 132,059 Australian Carbon Credit Units over the life of the project, providing a consistent source of income.

Revenue from the Merepah Fire Project is helping to fund MAAC business services and the refurbishment of old Merepah Station. Infrastructure developments on the station are being organised and managed by MAAC.

Through MAAC, Traditional Owners have established sound management and governance and have improved job prospects with career pathways, whether as workers in the cattle industry, as rangers protecting cultural or natural assets, or as fire management operators.

## Eligible offsets retirement summary

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	Stapled quantity	Eligible quantity (tCO <sub>2</sub> -e)	Eligible quantity used for previous reporting periods	Eligible quantity banked for future reporting periods	Eligible quantity used for this reporting period	Percentage of total (%)
Merepah Fire Project	ACCUs	ARNEU	07/06/2022	3,782,820,760 - 3,782,820,808	2018-19	0	49	0	9	40	100%
<b>Total offsets retired this report and used in this report</b>										40	
<b>Total offsets retired this report and banked for future reports</b>									0		

Type of offset units	Quantity (used for this reporting period claim)	Percentage of total
Australian Carbon Credit Units (ACCUs)	40	100%

## 4. 7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

### Renewable Energy Certificate (REC) summary

N/A

## 5. APPENDIX A: ADDITIONAL INFORMATION

N/A

## 6. 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 Percentage 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)	1,871	0	19%
Residual Electricity	8,221	8,175	0%
<b>Total grid electricity</b>	<b>10,093</b>	<b>8,175</b>	<b>19%</b>
<b>Total Electricity Consumed (grid + non grid)</b>	<b>10,093</b>	<b>8,175</b>	<b>19%</b>
Electricity renewables	1,871	0	
Residual Electricity	8,221	8,175	
<b>Exported on-site generated electricity</b>	<b>0</b>	<b>0</b>	
Emissions (kgCO <sub>2</sub> e)		8,175	
<b>Total renewables (grid and non-grid)</b>	<b>18.54%</b>		
<b>Mandatory</b>	<b>18.54%</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>8</b>		

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

### Location Based Approach Summary

Location Based Approach	Activity Data (kWh)	Scope 2 Emissions (kgCO2e)	Scope 3 Emissions (kgCO2e)
NSW	10,093	7,872	706
<b>Grid electricity (scope 2 and 3)</b>	<b>10,093</b>	<b>7,872</b>	<b>706</b>
NSW	0	0	0
<b>Non-grid electricity (Behind the meter)</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Electricity Consumed</b>	<b>10,093</b>	<b>7,872</b>	<b>706</b>
<b>Emission Footprint (TCO2e)</b>	<b>9</b>		
<i>Scope 2 Emissions (TCO2e)</i>	8		
<i>Scope 3 Emissions (TCO2e)</i>	1		

### Climate Active Carbon Neutral Electricity summary

Carbon Neutral electricity offset by Climate Active Product	Activity Data (kWh)	Emissions (kgCO2e)
N/A	0	0

*Climate Active carbon neutral electricity is not renewable electricity. The emissions have been offset by another Climate Active member through their Product certification.*



## 7. 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 plan in place
N/A				

## 8. APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

### Excluded emission sources

The below emission sources have been assessed as not relevant to an organisation's or precinct'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.

No emission sources were excluded from Man of Many's emission boundary in CY2021

Emission sources tested for relevance	(1) Size	(2) Influence	(3) Risk	(4) Stakeholders	(5) Outsourcing	Included in boundary?
N/A						



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