




# **PUBLIC DISCLOSURE STATEMENT**

HOWATSON NEWCO PTY LTD, (TRADING AS  
HOWATSON + COMPANY)  
ORGANISATION CERTIFICATION  
FY2021–22

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

**HOWATSON  
+COMPANY**



<b>NAME OF CERTIFIED ENTITY</b>	Howatson Newco Pty Ltd, (trading as Howatson + Company)
<b>REPORTING PERIOD</b>	Financial year 1 July 2021 – 30 June 2022 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>Chris Howatson Founder &amp; CEO Date 30/11/22</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	1,417 tCO <sub>2</sub> -e
OFFSETS BOUGHT	63% ACCUs, 33% VERs, 4% VCUs
RENEWABLE ELECTRICITY	18.59%
TECHNICAL ASSESSMENT	06/10/2022 Verena Schubert Pathzero Pty Ltd Next technical assessment due: October 2025
THIRD PARTY VALIDATION	Type 1 06/10/2022 Benjamin Jenkins GPP Audit Pty Limited

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## 2. CARBON NEUTRAL INFORMATION

### Description of certification

This carbon inventory has been prepared for the financial year from 1 July 2021 to 30 June 2022.

The emissions boundary has been defined based on the operational control approach. The boundary comprises the business operations of Howatson Newco Pty Ltd, ABN 36 653 256 476.

### Organisation description

Howatson Newco Pty Ltd provides advertising and communications services covering the development and production of advertising and communication materials, media planning and buying, and the development of digital and technology products. Howatson Newco Pty Ltd, trading as Howatson+Company (ABN 36 653 256 476), has no child companies.

Howatson Newco Pty Ltd has two office locations:

- 85 Commonwealth St, Surry Hills NSW 2010, Australia
- 88 Chapel St, Windsor VIC 3181, Australia

*“We believe we can provide leadership and guidance for the industry to follow our path, by sharing our learnings and commitments and demonstrating this through achieving the ultimate mark of commitment, gaining Climate Active certification.”*

## 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 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>Electricity</li> <li>Food</li> <li>ICT services and equipment</li> <li>Office equipment &amp; supplies</li> <li>Postage, courier and freight</li> <li>Professional Services</li> <li>Transport (Air)</li> <li>Transport (Land and Sea)</li> <li>Waste</li> <li>Working from home</li> <li>Base Buildings</li> <li>Staff Commuting</li> <li>Venue Hire</li> </ul>	<p><b><u>Non-quantified</u></b></p> <p>N/A</p>	<p><b><u>Excluded</u></b></p> <p>N/A</p>
	<p><b><u>Optionally included</u></b></p> <p>N/A</p>	

**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

### Introduction

Achieving Climate Active certification will allow Howatson+Company to begin delivering on our promise to our clients, our people and our industry. Our company values and commitment are to impact people, culture and the world. We believe we have the power to use our position in the communications industry, to influence and shape the future for our generation and generations thereafter.

At Howatson+Company, we are not content in waiting for legislation to enforce this shift in mindset and operations but as a leader in our industry, we believe we can provide leadership and guidance for the industry to follow our path, by sharing our learnings and commitments and demonstrating this through achieving the ultimate mark of commitment, gaining Climate Active certification.

Whilst we commit to measure and reduce our offsets each year, we make a greater commitment to finding alternative ways to operate our business and educate our people, to result in lowering our emissions year on year.

We are at the beginning of our 30yr journey to build a legacy for people, culture and the world.

### Emissions reduction strategy

Howatson+Company is committed to continually improving processes to minimize and where possible eliminate environmental risks. Howatson+Company is planning to reduce its most significant emissions sources by implementing the following emissions reduction strategy. We are committed to reducing our overall footprint, even as our FTEs increase. This is something we are focused on moving forward and will look to review each year, as to where we are seeing the most impact in reductions occurring.

#### 1. Professional services

Reduce Professional services emissions to 8% by 2027 compared to the base year (FY2022). To reduce these, we have implemented the following initiatives and measures:

- **Supply chain:** Assess the environmental credentials of suppliers to ensure values are aligned. This is an initiative we are looking do to as an organization-wide practice, not just in professional services. We will develop criteria for us to cross-check our suppliers against, to ensure that they are meeting our carbon reduction strategy, and where possible, prioritise these suppliers over others.
- **Sustainability committee:** Create an internal workplace sustainability committee to drive emission reduction opportunities and track progress over time. This has already been established as a part of this submission but will be expanded upon to ensure we stay on target and on track with our commitments.

## **2. ICT services and equipment**

Reduce ICT services and equipment emissions to 8% by 2027 compared to the base year (FY2022). To reduce these, we have implemented the following initiatives and measures:

- End-of-life purchasing: Only purchase new IT/telecommunications equipment when required or at end of life. This is something we can look to do now that we have reached a certain organizational size and ensure that we are re-using equipment here possible.
- Use laptops: Use laptop computers for staff (consume 90% less energy than desktop computers). We will ensure that all FTEs have laptop computers, where possible, and look to how to make greener choices with the desktop computers that we require for standard operations.

## **3. Staff commuting**

Reduce staff commuting emissions to 8% by 2027 compared to the base year (FY2022). To reduce these, we have implemented the following initiatives and measures:

- Promote workplace sustainability: Through existing communication channels, we will promote sustainability within our workplace. This includes educating staff on behavioral changes that can be made to be more sustainable and more cognizant on reducing individual impacts while undertaking daily activities/tasks. This will be led by our sustainability committee and assessed over time.
- Sustainability Challenges: Engage FTEs in sustainability challenges to promote education and awareness on key sustainability issues. Challenges can target area such as: waste reduction, sustainable commuting, and energy efficiency and reduction.

## **4. Food and catering**

Reduce food and catering emissions to 8% by 2027 compared to the base year (FY2022). To reduce these, we have implemented the following initiatives and measures:

- Source local: Use catering companies that source food locally and seasonally. This will also include convenience delivery services and look to ways that we can reduce and pool these deliveries where possible.
- Sustainability committee: Create an internal workplace sustainability committee to drive emission reduction opportunities and track progress over time. This has already been established as a part of this submission but will be expanded upon to ensure we stay on target and on track with our commitments.

## **5. Office furniture**

Reduce office furniture emissions to 8% by 2027 compared to the base year (FY2022). To reduce these, we have implemented the following initiatives and measures:



- Carbon neutral services/products: Use carbon neutral service/product providers. We will also aim to reduce our purchasing of office equipment and reuse where possible.
- Sustainability committee: Create an internal workplace sustainability committee to drive emission reduction opportunities and track progress over time. This has already been established as a part of this submission but will be expanded upon to ensure we stay on target and on track with our commitments.

## **6. Electricity (Scope 2)**

For our business operation's electricity consumption, we aim to switching to 100% of green power by 2023 across all office locations.

## **7. Air Transport**

We commit to procure 70% of our flights via Climate Active carbon neutral services in FY2023.

## 5. EMISSIONS SUMMARY

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

Howatson Newco Pty Ltd does not use any Climate Active carbon neutral products or services.

### Organisation emissions summary

The electricity summary is available in the Appendix B. Electricity emissions were calculated using a market-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 and facilities	0	0	9.81	9.81
Cleaning and Chemicals	0	0	49.26	49.26
Electricity	0	36.58	0.00	36.58
Food	0	0	58.32	58.32
ICT services and equipment	0	0	87.83	87.83
Office equipment & supplies	0	0	67.84	67.84
Postage, courier and freight	0	0	13.56	13.56
Professional Services	0	0	895.67	895.67
Transport (Air)	0	0	20.57	20.57
Transport (Land and Sea)	0	0	5.24	5.24
Waste	0	0	44.30	44.30
Working from home	0	0	17.14	17.14
Base Buildings	0	0	40.82	40.82
Staff Commuting	0	0	62.87	62.87
Venue Hire	0	0	6.77	6.77
<b>Total</b>	<b>0</b>	<b>36.58</b>	<b>1380.00</b>	<b>1416.58</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.

No uplift factors were applied.

Reason for uplift factor	tCO <sub>2</sub> -e
N/A	
Total of all uplift factors	N/A
<b>Total footprint to offset</b> <i>(total net emissions from summary table + total uplifts)</i>	<b>1416.58</b>

## 6. CARBON OFFSETS

### Offsets retirement approach

#### In arrears

1.	Total emissions footprint to offset for this report	1,417
2.	Total eligible offsets purchased and retired for this report	1,419
3.	Total eligible offsets banked to use toward next year's report	2

### Co-benefits

The co-benefits related to the projects attributed to the purchased offsets are the following:

#### The Strathburn Station Savanna Burning Project

- This project involves the strategic and planned burning of savanna areas during the early dry season to reduce the risk of late dry season wild fires.
- This project supports the implementation of indigenous land practices to limit the impacts of wild fires.

#### Niht Topaiyo REDD+ (Papua New Guinea)

- This project involves the preservation of rainforests with carbon and biodiversity benefits by putting an end to deforestation initiated by industrial logging in the region.
- The project supports the carbon sequestering potential of the region which has evolved into a forest protection project that will provide substantial economic benefits to the people of Papua New Guinea.

#### EcoAustralia Mount Sandy Conservation

EcoAustralia is a stapled product that blends carbon credits with biodiversity protection. Each EcoAustralia credits consists of one Australian Biodiversity unit, equal to 1.5m<sup>2</sup> of government accredited, permanently protected Australia vegetation, and 1 t CO<sub>2</sub>e of avoided emissions from a Gold Standard certified project.

Nestled between the Coorong National Park and Lake Albert in South Australia, Mount Sandy protects one of the largest pockets of bush and wetlands in the region. The project brings together non-Indigenous and Indigenous Australians by promoting land conservation using methods that have been employed by Traditional Custodians, the Ngarrindjeri people, for millennia.

The 200-hectare project site features a unique mix of coastal shrublands and saline swamplands that provide strategic habitat for iconic native wildlife, such as short-beaked echidna, purple-gaped honeyeater and elegant parrot. Over thousands of years, the Ngarrindjeri people have cared for Coorong country, developing an intimate connection to the land that sustains them. Project management itself is made possible through close collaboration with location Ngarrindjeri Elders, Clyde and Rose Rigney, who oversee the ongoing management and conservation of vegetation at the Mount Sandy site. The Mount Sandy project ensures permanent protection for a regionally and culturally important pocket of biodiversity-rich land in partnership with its Traditional Owners. Local birds, animals and plants flourish undisturbed, while native plants for revegetation will be supplied by the local nursery at Raukkan Aboriginal Community, a self-governed Indigenous community 30 kilometers northwest of the project site. Raukkan community members are also employed for onsite works including vegetation monitoring and mapping, fencing, and pest and weed control.

#### **Hebei Yingxin Glass Group Co. Ltd. Glass Furnace Flue Gas Waste Heat To Energy Project**

- This project has environmental benefits that are related to the displacement of carbon intensive activities by utilizing waste heat from exhaust gas of four glass production lines for power generation.
- Additionally, this project contributes to SDG 7 Affordable and Clean Energy, SDG 8 Decent Work and Economic Growth and SDG 13 Climate Action.

#### **Miaoli 49.8MW Wind Farm Project**

- This project has environmental benefits that are related to the displacement of carbon intensive electricity generation by using renewable energy (wind power). The project will lead to carbon dioxide emission reduction since it will avoid the use of fossil fuel in the electricity generating system.
- Additionally, this project contributes to SDG 7 Affordable and Clean Energy, SDG 8 Decent Work and Economic Growth and SDG 13 Climate Action.

## 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 (%)	
Strathburn Station	ACCUs	ANREU	16 Oct 2022	<del>8.339.984.725</del> – <del>8.339.985.615</del> (see appendix A)	2021-22		891	0	0	891	63%	
Niht Topaiyo REDD+	VCUs	VERRA	19 Oct 2022	<del>9895-156961167-156961229-VCS-VCU-466-VER-PG-14-2293-01062017-31122019-0</del>	2017-2019		63	0	2	61	4%	
EcoAustralia Mount Sandy Conservation Stapled to Hebei Yingxin Glass Group Co. Ltd. Glass Furnace	Australian Biodiversity Units	N/A	Jun 08, 2022	N/A	N/A	210	-	-	-	-	-	

Flue Gas Waste Heat To Energy Project (300502)(GS750)	VERs	Gold standard	Jun 08, 2022	<a href="#">GS1-1-CN-GS750-15-2014-5919-42309-46041</a> (Bulk retirement for Pathzero 3,733t, Monthly purchases for Howatson+Company with a total of 210t)	2014	210	0	0	210	15%
EcoAustralia Mount Sandy Conservation	Australian Biodiversity Units	N/A	8 Dec 2021	N/A	N/A	74	-	-	-	-
Stapled to Miaoli 49.8MW Wind Farm Project (GS931)	VERs	Gold standard	8 Dec 2021	<a href="#">GS1-1-TW-GS931-12-2014-4575-32597-32670</a>	2014	74	0	0	74	5%
EcoAustralia Mount Sandy Conservation	Australian Biodiversity Units	N/A	8 Dec 2021	N/A	N/A	181	-	-	-	-
Stapled to Miaoli 49.8MW Wind Farm Project (GS931)	VERs	Gold standard	8 Dec 2021	<a href="#">GS1-1-TW-GS931-12-2014-4575-32671-32851</a>	2014	181	0	0	181	13%
<b>Total offsets retired this report and used in this report</b>									1417	100%
<b>Total offsets retired this report and banked for future reports</b>									2	

Type of offset units	Quantity (used for this reporting period claim)	Percentage of total
Australian Carbon Credit Units (ACCU)	891	63%
Verified Emissions Reductions (VERs)	465	33%
Verified Carbon Units (VCUs)	61	4%



## 7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

### Renewable Energy Certificate (REC) summary

N/A.

# APPENDIX A: ADDITIONAL INFORMATION

## Confirmation of retirement of offsets

<b>Transaction ID</b>	AU24315												
<b>Current Status</b>	Completed (4)												
<b>Status Date</b>	16/10/2022 13:30:18 (AEDT) 16/10/2022 02:30:18 (GMT)												
<b>Transaction Type</b>	Cancellation (4)												
<b>Transaction Initiator</b>	Stuart, Benjamin Mathew Clarke												
<b>Transaction Approver</b>	Rockliff, Nathan Stephen												
<b>Comment</b>	8911 CO2e have been retired on behalf of Howatson+Company to offset emissions for the year ended 30 June 2022												
<b>Transferring Account</b>						<b>Acquiring Account</b>							
<b>Account Number</b>	AU-2321					<b>Account Number</b>	AU-1068						
<b>Account Name</b>	Carbon Financial Services Pty. Ltd.					<b>Account Name</b>	Australia Voluntary Cancellation Account						
<b>Account Holder</b>	Carbon Financial Services Pty. Ltd.					<b>Account Holder</b>	Commonwealth of Australia						
<b>Transaction Blocks</b>													
Party	Type	Transaction Type	Original CP	Current CP	ERF Project ID	NGER Facility ID	NGER Facility Name	Safeguard	Kyoto Project #	Vintage	Expiry Date	Serial Range	Quantity
AU	KACCU	Voluntary ACCU Cancellation			<a href="#">EQF100917</a>					2021-22		8,339,984,725 - 8,339,985,615	891
<b>Transaction Status History</b>													
Status Date											Status Code		
16/10/2022 13:30:18 (AEDT)											Completed (4)		
16/10/2022 02:30:18 (GMT)													
16/10/2022 13:30:18 (AEDT)											Proposed (1)		
16/10/2022 02:30:18 (GMT)													
16/10/2022 13:30:18 (AEDT)											Account Holder Approved (97)		
16/10/2022 02:30:18 (GMT)													
15/10/2022 12:31:47 (AEDT)											Awaiting Account Holder Approval (95)		
15/10/2022 01:31:47 (GMT)													

## APPENDIX B: ELECTRICITY SUMMARY

Electricity emissions are calculated using a market-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)	8,395	0	19%
Residual Electricity	36,765	36,580	0%
<b>Total grid electricity</b>	<b>45,160</b>	<b>36,580</b>	<b>19%</b>
<b>Total Electricity Consumed (grid + non grid)</b>	<b>45,160</b>	<b>36,580</b>	<b>19%</b>
Electricity renewables	8,395	0	
Residual Electricity	36,765	36,580	
<b>Exported on-site generated electricity</b>	<b>0</b>	<b>0</b>	
Emissions (kgCO <sub>2</sub> e)		36,580	
<b>Total renewables (grid and non-grid)</b>	<b>18.59%</b>		
<b>Mandatory</b>	<b>18.59%</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>37</b>		
<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)	Scope 2 Emissions (kgCO2e)	Scope 3 Emissions (kgCO2e)
ACT	0	0	0
NSW	28,021	21,857	1,961
SA	0	0	0
Vic	17,139	15,597	1,714
Qld	0	0	0
NT	0	0	0
WA	0	0	0
Tas	0	0	0
<b>Grid electricity (scope 2 and 3)</b>	<b>45,160</b>	<b>37,453</b>	<b>3,675</b>
ACT	0	0	0
NSW	0	0	0
SA	0	0	0
Vic	0	0	0
Qld	0	0	0
NT	0	0	0
WA	0	0	0
Tas	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>45,160</b>	<b>37,453</b>	<b>3,675</b>
<b>Emission Footprint (TCO2e)</b>	<b>41</b>		
<i>Scope 2 Emissions (TCO2e)</i>	37		
<i>Scope 3 Emissions (TCO2e)</i>	4		

## APPENDIX C: INSIDE EMISSIONS BOUNDARY

### Non-quantified emission sources

N/A.

# 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 emissions have been excluded from this inventory.

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



An Australian Government Initiative

