



# **PUBLIC DISCLOSURE STATEMENT**

**YOUNG FOLKS DIGITAL**

**SERVICE CERTIFICATION  
FY2020-2021**

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



An Australian Government Initiative



NAME OF CERTIFIED ENTITY: Young Folks Digital

REPORTING PERIOD: 1 July 2020 – 30 June 2021

**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.



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

Public Disclosure Statement documents are prepared by the submitting organisation. The material in Public Disclosure Statement documents represents the views of the organisation and do not necessarily reflect the views of the Commonwealth. The Commonwealth does not guarantee the accuracy of the contents of the Public Disclosure Statement documents and disclaims liability for any loss arising from the use of the document for any purpose.

Version number February 2021



# 1. CARBON NEUTRAL INFORMATION

## Description of certification

This inventory has been prepared for the financial year from 1 July 2020 to 30 June 2021 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 2021.

## Organisation description

Proudly carbon neutral and a certified B Corporation, Young Folks is an independent 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.

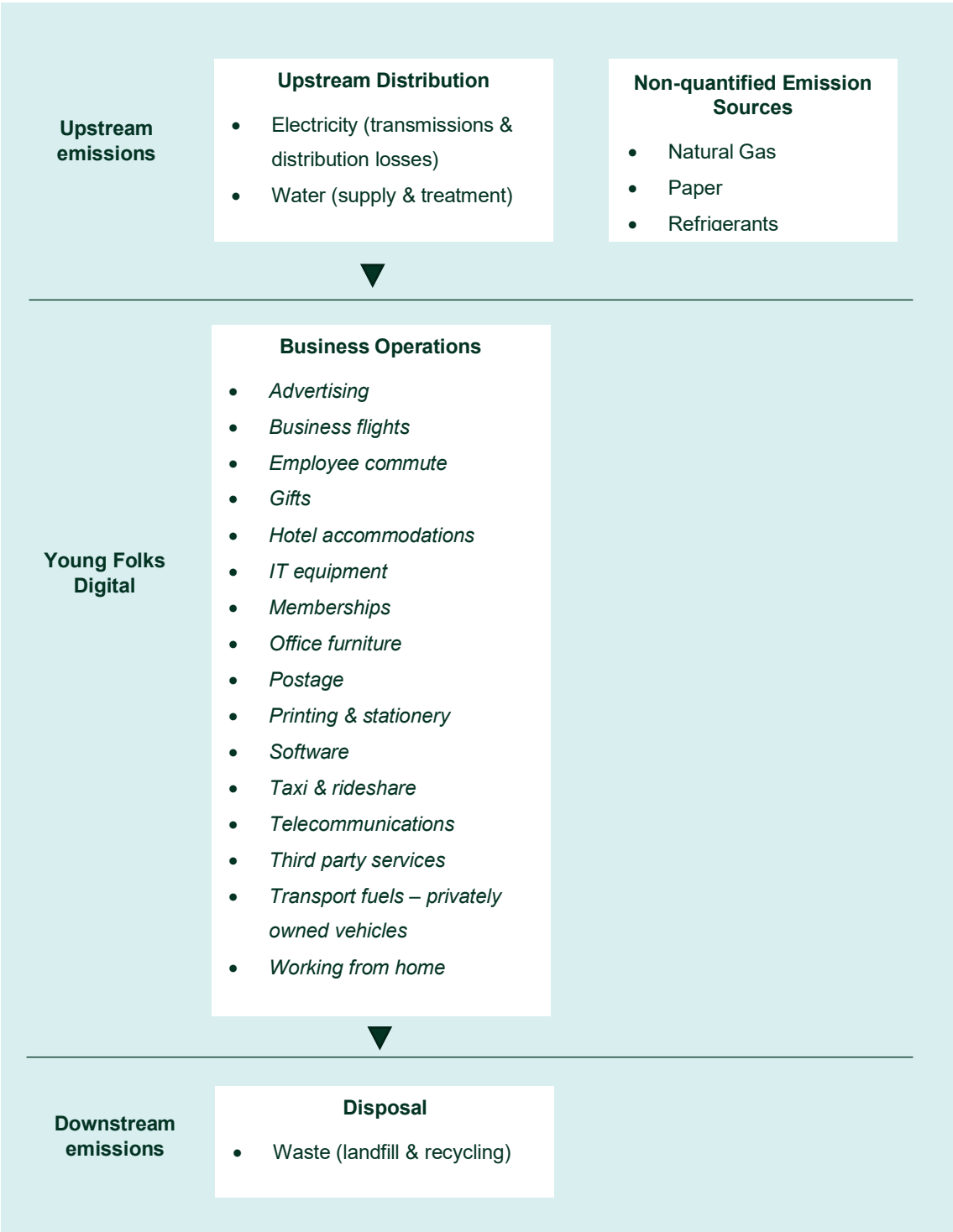
We partner up with conscious companies whose values align with our own. Innovators and distributors. Sustainable and ethical. Community minded and kind.

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

Young Folks is in the process of developing a robust emissions reduction strategy. Through auditing and assessing our environmental impact, we're taking steps to reduce energy usage, travel and transportation. As well as continuing to compost and recycle.

## Emissions over time

Our emissions have increased over time due to a growth of personnel which has had a flow on effect to increased technology usage, service outputs, travel and transportation, resource consumption and disposal.

Table 1

Emissions since base year				
	Base year		Current year	
	Year 1: 2019-20		Year 2: 2020-21	
Emissions per functional unit (tCO <sub>2</sub> -e)	0.006		0.008	
Total tCO <sub>2</sub> -e	13.92		15.42	

## Emissions reduction actions

Due to the growth of personnel, an increase in computer equipment and office equipment has occurred in FY2020-21. Moreover, due to lockdowns more employees have been working from home compared to the previous year. However, FY2020-21 has seen a decrease on computer and technical service expenses.



## Functional units

**Table 2**

	Number of functional units
<i>a) Number of functional units sold this period</i>	1,918
<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)

**Table 3**

Emission source category	tonnes CO <sub>2</sub> -e
Accommodation and facilities	0.34
Air Transport (km)	0.24
Electricity	0.71
Food	0.35
Gifts	2.08
ICT services and equipment	5.82
Land and Sea Transport (\$)	0.03
Land and Sea Transport (fuel)	0.19
Land and Sea Transport (km)	1.07
Office equipment & supplies	1.39
Postage, courier and freight	0.11
Professional Services	0.71
Waste	0.04
Water	0.01
Working from home	2.33
<b>1. Total inventory emissions</b>	<b>15.42</b>
<i>a. Number of functional units represented by the inventory emissions</i>	1,918
<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 1a.</i>	0.008
<b>3. Carbon footprint</b> <i>(Emissions per functional unit (2)* number of functional units (a or b from table 2))</i>	<b>15.42</b>



## Uplift factors

Table 4

Reason for uplift factor	tonnes CO <sub>2</sub> -e
N/A	
<i>Total uplift factors</i>	
<b>Total to offset (Carbon footprint + total uplift factors)</b>	<b>15.42</b>

## 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 market-based approach.

### Market-based approach summary

Table 5

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)	154	0	19%
Residual Electricity	660	709	0%
<b>Total grid electricity</b>	<b>815</b>	<b>709</b>	<b>19%</b>
<b>Total Electricity Consumed (grid + non grid)</b>	<b>815</b>	<b>709</b>	<b>19%</b>
Electricity renewables	154	0	
Residual Electricity	660	709	
<b>Exported on-site generated electricity</b>	<b>0</b>	<b>0</b>	
Emission Footprint (kgCO <sub>2</sub> e)		709	

<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>1</b>

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

### Location-based approach summary

Table 6

Location-based approach	Activity Data (kWh)	Emissions (kgCO <sub>2</sub> e)
VIC	815	888
<b>Grid electricity (scope 2 and 3)</b>	<b>815</b>	<b>888</b>
VIC	0	0
<b>Non-grid electricity (Behind the meter)</b>	<b>0</b>	<b>0</b>
<b>Total Electricity Consumed</b>	<b>815</b>	<b>888</b>
<b>Emission Footprint (tCO<sub>2</sub>-e)</b>	<b>1</b>	

### Climate Active Carbon Neutral Electricity summary

Carbon Neutral electricity offset by Climate Active Service	Activity Data (kWh)	Emissions (kgCO <sub>2</sub> e)
HUB Australia Electricity	286	0

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

## 4. CARBON OFFSETS

### Offsets strategy

The detail of the offsets relating to this certification are the same as those found in Young Folks Digital Organisation PDS, found [here](#).

### 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.

## Offsets summary

### Proof of cancellation of offset units

Table 7

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 (%)
NIHT Topaiyo REDD +	VCUs	Verra	05 April 2022	<a href="#">10514-223963295-223963310-VCS-VCU-466-VER-PG-14-2293-01062017-31122019-0</a>	2019	16	0	0	16*	100%
<b>Total offsets retired this report and used in this report</b>									16	
<b>Total offsets retired this report and banked for future reports</b>								0		

\*The offset units listed also cover the organisation Climate Active certification, found [here](#).

Type of offset units	Quantity (used for this reporting period claim)	Percentage of Total
Verified Carbon Units (VCUs)	16	100%

## 5. USE OF TRADE MARK

Table 8

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

N/A

# 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 8**

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 9**

<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



An Australian Government Initiative

