



PUBLIC DISCLOSURE STATEMENT

TODAY STRATEGIC DESIGN PTY LTD

**ORGANISATION CERTIFICATION
FY2021–2022**

Australian Government
Climate Active
Public Disclosure Statement

TODAY



NAME OF CERTIFIED ENTITY	TODAY STRATEGIC DESIGN PTY LTD
REPORTING PERIOD	Financial Year 1 July 2021 – 30 June 2022
DECLARATION	<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><i>Damon O'Sullivan</i></p> <p>Name of signatory: Damon O'Sullivan Position of signatory: CEO & Founder Date: 31 January 2023</p>



Australian Government
**Department of Climate Change, Energy,
 the Environment and Water**

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 Version March 2022.



1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	125 tCO ₂ -e
OFFSETS BOUGHT	100% VCUs
RENEWABLE ELECTRICITY	118.59%
TECHNICAL ASSESSMENT	N/A

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2. CARBON NEUTRAL INFORMATION

Description of certification

The certification includes the Australian business operations of the company Today Strategic Design Pty Ltd (ABN 69 154 560 657) for the period 1 July 2021 to 30 June 2022.

The emissions inventory in this Public Disclosure Statement has been developed in accordance with the Climate Active Carbon Neutral Standard for Organisations and Today Strategic Design has used an operational control approach to determine its emissions boundary.

Today Strategic Design estimates actual emissions may be different to what is reported due to the exceptional circumstance of Covid-19 resulting in less staff working in the office and commuting (i.e. 5th lock-down in Melbourne from 16th July to 27th July 2021 and 6th lock-down in Melbourne from 06th August 2021 to 21st October 2021). These differences are not accounted for in the carbon inventory, consistent with Climate Active policy. Today Strategic Design recognises that future year emissions may be different to what is reported in FY2020, FY2021 and FY2022 due to these exceptional circumstances.

“Climate Active certification is not just about reducing harm, it's about actively looking for opportunities to do good. It is time to think bigger and work together for a brighter future.”

Organisation description

Today is a strategic design agency committed to using 'Design for Good'. It is our mission to contribute to and catalyse positive social and environmental outcomes. We use strategic design to make services, brands, and products for a fairer world.

Our everyday projects focus on creating value for people and the environment. We aim to make a meaningful contribution by reversing the damage done to ecosystems and the natural environment, and by building the resilience of communities and our broader society.

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

Quantified

- Domestic Accommodation
- Domestic air travel (short haul)
- Domestic air travel (very short haul)
- International air travel
- Cleaning Services
- Repairs & Maintenance
- Electricity (Market based)
- Computer and IT support
- Computer equipment
- Telecommunications
- Company fuel
- Staff commute: by car, by train, by bicycle, by bus, by tram and walking
- Office equipment
- Equipment leasing
- Printing and stationery
- Education and training
- Entertainment
- Subscriptions & periodicals
- Interest group & Memberships
- Business Services
- Accounting Services
- Advertising & Promotion
- Insurance
- Legal Services
- Photographic services
- General waste (landfilled)
- Food
- Recycling
- Water

Non-quantified

- Postage, Courier and Freight
- Security
- Refrigerants

Outside emission boundary

Excluded

- Natural gas
- ** Natural gas is not used at the site

Non-quantified sources

- The following emissions sources were non-quantified due to immateriality (each of them is less than 1% of the inventory and less than 5% collectively).
 - Postage, Courier and Freight
 - Security
- Emissions from refrigerants were non-quantified due to quantification is not cost effective relative to the size of the emission, hence an uplift factor has been applied.

Excluded sources (outside of certification boundary)

- Although natural gas is a deemed relevant emission under the organisation certification standard, we do not use natural gas and as such it has not been included in our PDS or carbon inventory.

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 and actions

Following the 2019 COP25 conference in Madrid, Today joined 500 companies publicly committed to reducing their greenhouse gas emissions to net zero by the year 2030, recognising the urgent need to address the issue of climate change and its impact on the environment and communities.

Our emissions reduction strategy represents our commitment to an inclusive and regenerative future for all. Net zero 2030 is not just about achieving a target, but also about being part of a larger movement for positive change.

In 2019, we pledged to reach a reduction target of at least 4.5% each year, in alignment with the 2015 Paris Climate Change Agreement to limit global temperature rise to under 1.5 C.

Emissions over time

In 2020, the world experienced an unprecedented global crisis characterised largely by disruptions to commuting, office closures and travel. For Today, a predominantly digital business, this resulted in a 20% reduction in overall emissions since our baseline (financial) year 2019-2020. While the success we experienced during that time was not an accurate reflection of our planned internal net zero 2030 strategy, we welcomed the opportunity to refine the learnings from lockdowns, and sustainably revise our ways of working.

Corporate and commuter travel

As covid related restrictions eased, activities associated with corporate travel increased, and remains one of 2022's most substantial greenhouse gas generators - with an increase of 2.428 tCO₂-e of carbon emission compared to FY2021. While this increase is inevitable as travel restrictions ease, our approach this year is to review and implement sustainable travel policies that will encourage the team to consider the environmental impact of project related research and meetings and make more sustainable choices to reduce corporate travel emissions.

In FY 2021-2022, we embraced the flexibility of a hybrid working model to proactively reduce operational emissions and commuter travel. Though we have seen steady business growth, with a 20% headcount uplift (from 45 to 54 employees), our transition back to the office has only contributed to 32.50% more carbon emission from FY2021 to FY2022 from our team's overall commuter emissions.

Office operations

By making the switch to 100% renewable and carbon-neutral energy in 2019, we made great progress towards reducing our carbon footprint and contributing to a more sustainable future.

Our new base of operations, which we moved into in October 2022, is designed with our emissions strategy in mind and boasts numerous environmentally friendly certifications and ratings, including a 6-star Green Star Design and As-Built v1.1, 5-star NABERS energy rating, 4-star NABERS water rating, and a platinum level WELL core and Shell certification. We remain committed to reducing our carbon emissions and continue to seek out ways to operate in a more environmentally friendly manner.

We are currently building our new studio (based in the same building). The materiality of the build has considered environmental impact, and is composed of recycled, locally sourced materials wherever possible. Examples include making curtains/dividers out of underlay sourced from recycled jeans, or sourcing chairs made from recycled plastics.

Supply chain

The ongoing pandemic has had an unprecedented impact on global supply chains. As a result, we've shifted our focus to procuring local, sustainable goods and services. To aid in our efforts to reduce our operational footprint, we've focussed on minimising our stock levels and procuring local, carbon neutral goods and services from businesses such as Who Gives A Crap, Thankyou and Zero Co. This strategy has helped us to reach our 100% local purchasing target and embed freight reductions across our supply chain.

5. EMISSIONS SUMMARY

Emissions over time

Emissions since base year		Total tCO ₂ -e
Base Year/Year 1	FY2019–20	145.84
Year 2:	FY2020–21	116.26
Year 3:	FY2021–22	124.62

Significant changes in emissions

Due to steady business growth, there has been a 7.19% increase in carbon emissions from Year 2 to Year 3. While we experienced two lockdowns due to COVID-19, the business encouraged increased office activity once restrictions were lifted, with team members spending more time in the office, increasing the amount of entertainment and local travel.

This change in emissions can also be attributed to increases in:

- Domestic accommodation: 19 nights interstate in FY2022, compared with 1 night in FY2021
- Domestic transport (Air): 3 business travel events, 7 team members travelled in FY2022, compared with only one team members travelled once in FY2021
- International transport (Air): 1 return from NZ in FY2022, compared with no international travel in FY2021
- Local transport (Land and Sea): Petrol / Gasoline post - 2004
- Building and facility maintenance and repair services
- Computer and technical services
- Team training, entertainment and other services
- Legal services
- Professional services: Interest group, memberships, and legal
- Photography services
- Waste: General waste
- Waste: Food

In contrast, there has been some reduction due to cost control when comparing factors such as:

- Accounting services
- Books & subscriptions
- Cleaning
- Insurance
- Office equipment hire and leasing
- Telephone

Emission source	Previous reporting	This	% change from previous year activity data	Reason for change	Detailed reason for change
	Activity Data	Activity Data			
1077_ICT services and equipment_Computer and technical services	87280.42	97002.58	11%	organic growth	Due to global licensing cost increase
1127_Professional Services_Entertainment	32407.46	58382.71	80%	organic growth	Back to business life post pandemic, more team events
1170_Professional Services_Business services	195999.68	168174.56	-14%	economy of scale	Cost control
1186_Professional Services_Advertising & Promotion	45094.68	97973.23	117%	organic growth	To invest more in advertising for more projects
1193_Professional Services_Legal services	51043.36	79355	55%	organic growth	More projects, more contracts/agreements for legal review

Use of Climate Active carbon neutral products and services

Today Strategic Design has been contracting with a 100% GreenPower electricity service provider: Powershop since 13 September 2019. Greenpower is the Climate Active certified carbon neutral electricity product.

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 ₂ -e)	Sum of Scope 2 (tCO ₂ -e)	Sum of Scope 3 (tCO ₂ -e)	Sum of total emissions (tCO ₂ -e)
Accommodation and facilities	0.00	0.00	0.53	0.53
Cleaning and Chemicals	0.00	0.00	1.76	1.76
Construction Materials and Services	0.00	0.00	1.10	1.10
Electricity	0.00	0.00	0.00	0.00
ICT services and equipment	0.00	0.00	21.37	21.37
Office equipment & supplies	0.00	0.00	7.55	7.55
Professional Services	0.00	0.00	58.31	58.31
Transport (Air)	0.00	0.00	3.35	3.35
Transport (Land and Sea)	10.75	0.00	16.15	26.91
Waste	0.00	0.00	1.87	1.87
Water	0.00	0.00	0.65	0.65
Total	10.75	0.00	112.63	123.39

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 ₂ -e
1% to account for refrigerants Emissions from refrigerants non-quantified due to quantification is not cost effective relative to the size of the emission, hence an uplift factor has been applied	1.234
Total of all uplift factors	1.234
Total footprint to offset <i>(total net emissions from summary table + total uplifts)</i>	124.621

6. CARBON OFFSETS

Offsets retirement approach

Offset purchasing strategy: In arrears	
1. Total emissions footprint to offset for this report	125
2. Total eligible offsets purchased and retired for this report	125
3. Total eligible offsets banked to use toward next year's report	Zero

Co-benefits

We have purchased Climate Active credits and a carbon offset project with Greenfleet.

Choosing to sponsor Greenfleet

We wanted our choice of carbon offsets to pay respect to the thousands of years of intimate knowledge that First Nations Peoples have on their land, which is why we have chosen to sponsor Australia's first carbon offset provider, Greenfleet.

Please see more information about Greenfleet in Appendix A.

Mytrah Energy Wind Power Project in India

The project we've chosen to sponsor is based in India, delivered by Mytrah Energy. The multi-site wind power project has 156 wind generators with a total installed capacity of 233 MW.

The energy generated from this project supplies the region and feeds into the Southern Grid. It's also an example of effective climate action; the project's clean electricity displaces an equivalent amount of energy generated from fossil fuel-based thermal power stations – polluting fuels from coal, diesel, furnace oil and gas.

As well as providing a source of clean energy, the Mytrah Energy Wind Power Project improves the overall wellbeing of local communities. The result of Mytrah's work is far-reaching, providing employment, clean water and sanitation, improved agricultural techniques, and opportunities for everyone - including women and youth.

Eligible offsets retirement 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	Stapled quantity	Eligible quantity (tCO ₂ -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 (%)
Bundled Wind Power Project by Mytrah Group	VCU	Verra	30 Jan 2023	6918-358614910-358614996-VCU-034-APX-IN-1-1728-01012017-24112017-0	2017	0	87	0	0	87	69.6%
Bundled Wind Power Project by Mytrah Group	VCU	Verra	30 Jan 2023	6918-358613075-358613112-VCU-034-APX-IN-1-1728-01012017-24112017-0	2017	0	38	0	0	38	30.4%
Total offsets retired this report and used in this report										125	
Total offsets retired this report and banked for future reports										0	
Type of offset units		Quantity (used for this reporting period claim)					Percentage of total				
Verified Carbon Units (VCUs)		125					100%				

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) summary

The following RECs have been surrendered to reduce electricity emissions under the market-based reporting method.

1. Large-scale Generation certificates (LGCs)*	N/A
2. Other RECs	N/A

* LGCs in this table only include those surrendered voluntarily (including through PPA arrangements), and does not include those surrendered in relation to the LRET, GreenPower, and jurisdictional renewables.

Project supported by LGC purchase	Eligible units	Registry	Surrender date	Accreditation code (LGCs)	Certificate serial number	Generation year	Quantity (MWh)	Fuel source	Location
Total LGCs surrendered this report and used in this report							N/A		

APPENDIX A: ADDITIONAL INFORMATION

Greenfleet has a formal commitment to their [Reconciliation Action Plan \(RAP\)](#), and they understand the responsibility they have to Traditional Owners. Greenfleet is actively working alongside Aboriginal and Torres Strait Islander peoples to restore native biodiversity, protect and heal country. Learn more in [Greenfleet's 2021 Impact Report](#).

Many Greenfleet projects have both far-reaching and direct benefits for First Nations communities. This includes their projects that work to restore and develop forests and support the broader ecosystem. Their work in this space contributes to creating shelter for native fauna, improved soil quality, healthier rivers and improved drinking water for communities. They also invest in seedlings, equipment and local wages to strengthen economic resilience and social cohesion.

With re-vegetation work stretching from South Gippsland through to endangered grassy woodlands in Central Victoria, we're proud to support Greenfleet in the work they're carrying out in our home state and further afield.

Additional offsets cancelled for purposes other than 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 ₂ -e)	Purpose of cancellation
Bundled Wind Power Project by Mytrah Group	N/A	Verra	30 January 2023	6918-358614910-358614996-VCU-034-APX-IN-1-1728-01012017-24112017-0	2017	87	In line with Today's impact areas and values
Bundled Wind Power Project by Mytrah Group	N/A	Verra	30 January 2023	6918-358613075-358613112-VCU-034-APX-IN-1-1728-01012017-24112017-0	2017	38	In line with Today's impact areas and values

APPENDIX B: ELECTRICITY SUMMARY

Electricity emissions are calculated using a market-based approach.

We have purchased Climate Active certified carbon neutral electricity from Powershop which is also GreenPower.

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 (kgCO2e)	Renewable Percentage of total
Behind the meter consumption of electricity generated	0	0	0%
Total non-grid electricity	0	0	0%
LGC Purchased and retired (kWh) (including PPAs & Precinct LGCs)	0	0	0%
GreenPower	38,811	0	100%
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)	7,215	0	19%
Residual Electricity	-7,215	-7,179	-19%
Total grid electricity	38,811	-7,179	100%
Total Electricity Consumed (grid + non grid)	38,811	-7,179	119%
Electricity renewables	46,026	0	
Residual Electricity	-7,215	-7,179	
Exported on-site generated electricity	0	0	
Emissions (kgCO2e)		0	

A minus Residual Electricity Emissions in kgCO2e rounds to zero because the negative emissions can only be used to reduce electricity consumption emissions.
See electricity accounting rules for further information

Total renewables (grid and non-grid)	118.59%
Mandatory	18.59%
Voluntary	100.00%
Behind the meter	0.00%
Residual Electricity Emission Footprint (TCO2e)	0

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)
ACT	0	0	0
NSW	0	0	0
SA	0	0	0
Vic	38,811	35,318	3,881
Qld	0	0	0
NT	0	0	0
WA	0	0	0
Tas	0	0	0
Grid electricity (scope 2 and 3)	38,811	35,318	3,881
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
Non-grid electricity (Behind the meter)	0	0	0
Total Electricity Consumed	38,811	35,318	3,881

Emission Footprint (TCO2e)	39
Scope 2 Emissions (TCO2e)	35
Scope 3 Emissions (TCO2e)	4

Carbon Neutral electricity offset by Climate Active Product	Activity Data (kWh)	Emissions (kgCO2e)
Enter product name/s here	38,811	0

Climate Active carbon neutral electricity is not renewable electricity. The emissions have been offset by another Climate Active member through their 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. 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
Postage, courier and freight	Yes	No	No	No
Security	Yes	No	No	No
Refrigerants	No	Yes (uplift applied)	No	No

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.

Emission sources tested for relevance	(1) Size	(2) Influence	(3) Risk	(4) Stakeholders	(5) Outsourcing	Included in boundary?
Natural Gas	No	No	No	No	No	No



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