



PUBLIC DISCLOSURE STATEMENT

JCDECAUX AUSTRALIA PTY LTD

PRODUCT CERTIFICATION – SMALL DIGITAL
ADVERTISING PRODUCTS

CY2022

Australian Government
Climate Active
Public Disclosure Statement

JCDecaux



An Australian Government Initiative



NME OF CERTIFIED ENTITY	JCDecaux Australia Pty Ltd
REPORTING PERIOD	Calendar year 1 January 2022 – 31 December 2022 Arrears report
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>Alexandra Heaven</i></p>
	Alexandra Heaven Head of ESG 21.12.2023



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

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Version: August 2023



1.CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	1,398 tCO ₂ -e
THE OFFSETS USED	100% VCUs
RENEWABLE ELECTRICITY	100%
CARBON ACCOUNT	Prepared by: Pangolin Associates Pty Ltd
TECHNICAL ASSESSMENT	8/12/023 Organisation: Pangolin Associates Pty Ltd Next technical assessment due: CY2026
THIRD PARTY VALIDATION	Type 3 18/12/2023 Organisation: Life Cycle Strategy Pty Ltd

Contents

1. Certification summary	3
2. Carbon neutral information	4
3. Emissions boundary	5
4. Emissions reductions	8
5. Emissions summary	9
6. Carbon offsets	10
7. Renewable Energy Certificate (REC) summary	12
Appendix A: Additional information	13
Appendix B: Electricity summary	15
Appendix C: Inside emissions boundary	16
Appendix D: Outside emission boundary	17

2. CARBON NEUTRAL INFORMATION

Description of certification

This assessment has been prepared for the calendar year 2022 (1 January 2022 to 31 December 2022) and covers the certification of the Small Digital Format advertising products used at bus stations, trains and airports in Australia for advertisements by JCDecaux Australia Pty Ltd, ABN: 49 059 604 278.

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 greenhouse gases considered within the inventory are those that are commonly reported under the Kyoto Protocol; carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O) and synthetic gases - hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) sulphur hexafluoride (SF₆) and nitrogen trifluoride (NF₃). These have been expressed as carbon dioxide equivalents (CO₂-e) using relative global warming potentials (GWPs).

Product/Service description

Small Digital advertising products are composed of a street furniture (display) and one or two LCD screens and are divided in three types:

- 85" LCD display Single Sided;
- 85" LCD display Double Sided;
- 98" LCD display Single Sided.

The functional unit of the study is 1 square meter (1 m²) of small format digital advertising. This is a Cradle to Grave study, which covers all products (full coverage of Small Digital Advertising Products) installed and maintained by JCDecaux in CY2022 in Australia.

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 'attributable processes' of a product or service. These attributable processes are services, materials and energy flows that become the product or service, make the product or service and carry the product or service through its life cycle. These attributable emissions have been quantified in the carbon inventory.

Non-quantified emissions have been assessed as attributable 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

Non-attributable emissions have been assessed as not attributable to a product or service. They can be **optionally included** in the emissions boundary and therefore have been offset, or they can be listed as outside of the emissions boundary (and are therefore not part of the carbon neutral claim). Further detail is available at Appendix D.

Inside emissions boundary

Quantified

Raw materials manufacturing

Upstream Transport (Road Freight, Sea Freight)

Use (electricity)

Use (exploitation - upkeep and maintenance)

End-of-life Transport (Road Freight)

End-of-life disposal – Inert Waste

End-of-life disposal – Recycling

Non-quantified

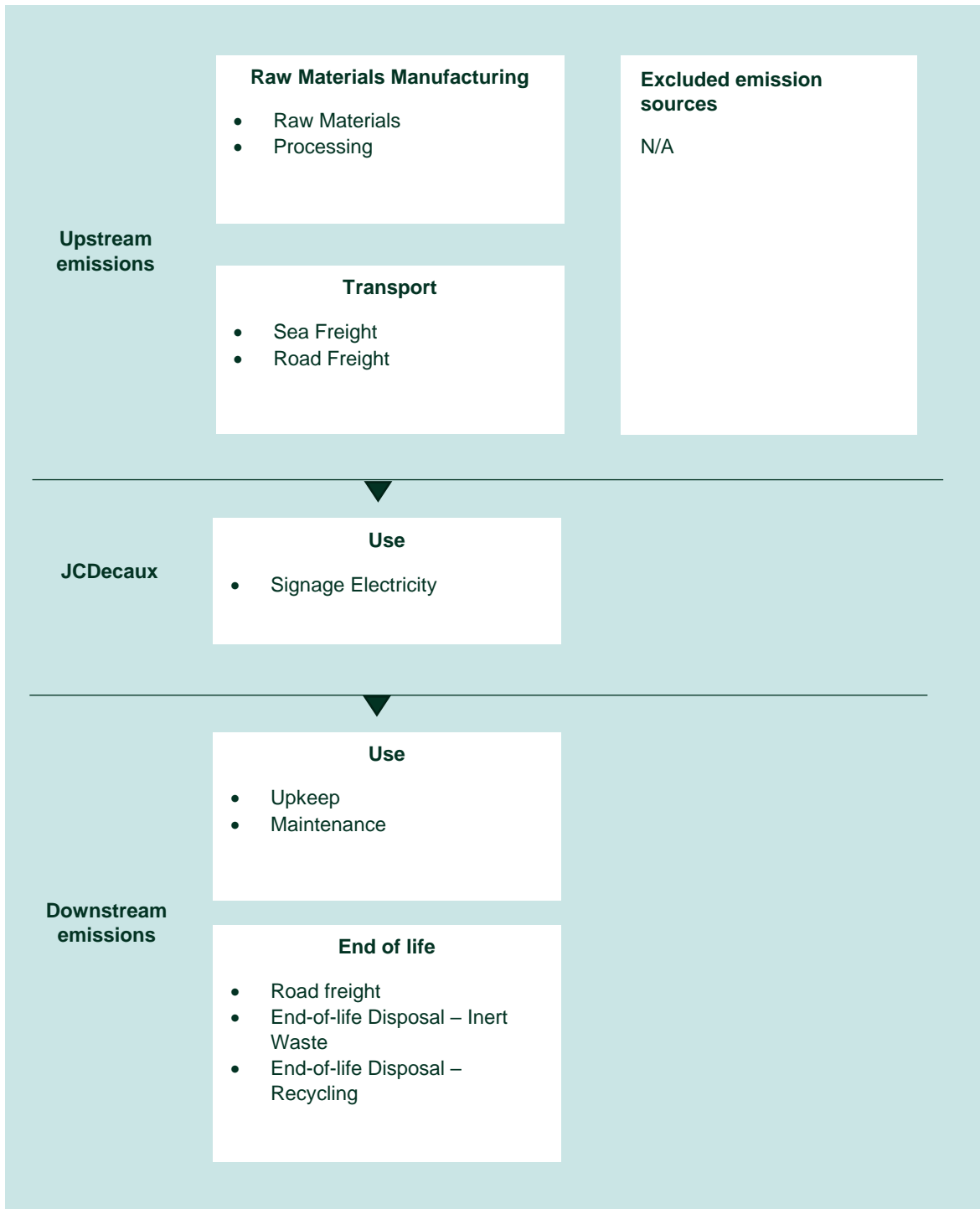
N/A

Outside emission boundary

N/A

Product/service process diagram

The following process diagram is a cradle to grave depiction of attributable upstream processes, operational phase processes, and attributable downstream processes.



4. EMISSIONS REDUCTIONS

Emissions reduction strategy

JCDecaux Australia's targets are aligned with JCDecaux's global net-zero target. The net-zero target is set for 2050, with an interim goal for 2030.

2030: Reduce Scope 1 and 2 by 60%, reduce Scope 3 by 46%

2050: Reduce Scope 1, 2 & 3 by 90%

These targets have been developed in line with the GHG protocol and Science Based Targets Initiative and are currently in the process of being reviewed by SBTi to move from "committed" status to "approved".

Scope 1 emissions will be reduced by:

- Company vehicle purchasing strategy transitioning to electric vehicles (EV).

Scope 2 emissions will be reduced by:

- Implementation of a switch-off phase for applicable assets
- Replacement of Lighting to LED across all assets
- Continuation of commitment to RE100

Scope 3 emissions will be reduced by:

- Ensuring all packaging from suppliers in the production process is recyclable or can be diverted from landfill
- Use rigorous Super Supplier selection process to ensure emissions reduction outcomes are heavily weighted in criteria for contract award
- Reviewing corporate travel policies

5. EMISSIONS SUMMARY

Emissions summary

Attributable Process	tCO ₂ -e
Raw materials manufacturing	1,088.0
Upstream Transport (Road Freight)	7.9
Upstream Transport (Sea Freight)	9.5
Use (Electricity)*	-
Use (Exploitation - upkeep and maintenance)	290.9
End-of-life Transport	1.6
End-of-life disposal – Inert Waste	-
End-of-life disposal – Recycling	-
Total*	1,398.0

Emissions intensity per functional unit	0.545 tCO ₂ -e / m ²
Number of functional units to be offset	2,565 m ²
Total emissions to be offset	1,398 tCO ₂ -e

*Note – Electricity emissions overlap with the organisation and are offset as part of the Organisation CY2022 Carbon Neutral Certification. Refer to Appendix A for details.

6. CARBON OFFSETS

Offsets retirement approach

This certification has taken in-arrears offsetting approach. The total emission to offset is 1,398 t CO₂-e. The total number of eligible offsets used in this report is 2,172. Of the total eligible offsets used, 0 were previously banked and 2,172 were newly purchased and retired. 774 are remaining and have been banked for future use.

Co-benefits

Mount Sandy Conservation Project

Located on the traditional lands of the Ngarrindjeri people, Traditional Custodians of the Coorong, Mount Sandy is a rare pocket of intact native vegetation in a region now dominated by farmlands. 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 the 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 local Ngarrindjeri Elders, Clyde and Rose Rigney, who oversee the ongoing management and conservation of vegetation at the Mount Sandy site.

Eligible offsets retirement summary

Offsets retired 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 retired (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 (%)
Mount Sandy Conservation Project Stapled to	ABU					172	-	-	-	-	
Hong Phong 4 Solar 48MW Project	VCU	Verra	15 Nov 2023	15792-719462767-719466976-VCS-VCU-1289-VER-VN-1-1975-01012023-31012023-0	2023		172	0	0	172	12%
Mount Sandy Conservation Project Stapled to	ABU					1,226	-	-	-	-	
Cat Hiep Solar Power Project	VCU	Verra	15 Nov 2023	15885-722810462-722813461-VCS-VCU-264-VER-VN-1-1965-01012021-31122021-0	2021		2000	0	774	1,226	88%
Total offsets retired this report and used in this report										1,398	
Total offsets retired this report and banked for future reports										774	
Type of offset units		Eligible quantity (used for this reporting period)				Percentage of total					
Verified Carbon Units (VCUs)		1,398				100%					

7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

Renewable Energy Certificate (REC) Summary

LGCs were purchased by JCDecaux for all residual electricity consumption, including signage electricity, which is also part of the organisation boundary. Refer to the Organisation PDS for more information.

APPENDIX A: ADDITIONAL INFORMATION

Shared activities and associated emissions between certifications by the same responsible entity

- Signage Electricity (GreenPower & LGCs purchased): 0 tCO₂-e overlapped with the Organisation Boundary.

Description	Emissions (tCO ₂ -e)	Offset
Product offset liability	1,398.0	1,398
Offset by organisation	0	0
Offset by product	$1,398.0 - 0 = 1,398.0$	1,398

Mount Sandy Conservation Project

CERTIFICATE

MOUNT SANDY CONSERVATION PROJECT

8,000

Australian Biodiversity Units
(12,000 square metres)
were purchased and retired by:

JCDECAUX
CRN 109243
SERIAL NUMBERS 86368-94367

AN AUSTRALIAN BIODIVERSITY UNIT (ABU) REPRESENTS THE PERMANENT
PROTECTION OF 1.5 SQUARE METRES OF HIGH CONSERVATION VALUE
NATIVE HABITAT



15/11/2023

REGISTRAR CERTIFICATION

DATE

NVCR ALLOCATION REFERENCE: 2019/4003 VOL 003

APPENDIX B: ELECTRICITY SUMMARY

Renewable Energy Certificate (REC) Summary

LGCs were purchased by JCDecaux for all residual electricity consumption, including signage electricity, which is also part of the organisation boundary. Refer to the Organisation PDS for more information.

APPENDIX C: INSIDE EMISSIONS BOUNDARY

Non-quantified emission sources

The following emissions sources have been assessed as attributable, 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	Justification reason
N/A	N/A

Excluded emission sources

Attributable emissions sources can be excluded from the carbon inventory, but still considered as part of the emissions boundary if they meet **all three of the below criteria**. An uplift factor may not necessarily be applied.

1. A data gap exists because primary or secondary data cannot be collected (**no actual data**).
2. Extrapolated and proxy data cannot be determined to fill the data gap (**no projected data**).
3. An estimation determines the emissions from the process to be **immaterial**.

	No actual data	No projected data	Immaterial
N/A	N/A	N/A	N/A

Data management plan for non-quantified sources

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

APPENDIX D: OUTSIDE EMISSION BOUNDARY

Non-attributable emissions have been assessed as not attributable to a product or service (do not carry, make or become the product/service) and are therefore not part of the carbon neutral claim. To be deemed attributable, an emission must meet two of the five relevance criteria. Emissions which only meet one condition of the relevance test can be assessed as non-attributable and therefore are outside the carbon neutral claim. Non-attributable emissions are detailed below.

1. **Size** The emissions from a particular source are likely to be large relative to other attributable emissions.
2. **Influence** The responsible entity could influence emissions reduction from a particular source.
3. **Risk** The emissions from a particular source contribute to the responsible entity's greenhouse gas risk exposure.
4. **Stakeholders** The emissions from a particular source are deemed relevant by key stakeholders.
5. **Outsourcing** The emissions are from outsourced activities that were previously undertaken by the responsible entity or from outsourced activities that are typically undertaken within the boundary for comparable products or services.

Non-attributable emissions sources summary

Emission sources tested for relevance	Size	Influence	Risk	Stakeholders	Outsourcing	Justification
N/A	N/A	N/A	N/A	N/A	N/A	N/A



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