



# **PUBLIC DISCLOSURE STATEMENT**

**MAN OF MANY PTY LTD**

**ORGANISATION CERTIFICATION**

**CY2022**

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

**MANOFMANY**



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Man of Many Pty Ltd
calendar year 1 January 2022 – 31 December 2022	Calendar year 1 January 2022 – 31 December 2022 Arrears
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>Scott Purcell</i></p> <p>Scott Purcell Co-Founder, Man of Many <a href="#">21/12/2023</a></p>



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

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Version March 2023.



# 1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	235 tCO <sub>2</sub> -e
OFFSETS USED	100% ACCUs
RENEWABLE ELECTRICITY	N/A
CARBON ACCOUNT	Prepared by: <a href="#">Pangolin Associates Pty Ltd.</a>
TECHNICAL ASSESSMENT	Next technical assessment due: CY 2023
THIRD PARTY VALIDATION	N/A

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## 2. CARBON NEUTRAL INFORMATION

### Description of certification

This inventory has been prepared for the calendar year from 1 January 2022 to 31 December 2022 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.

### 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

### 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 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

- Cleaning and chemicals
- Climate Active carbon neutral products / services
- Electricity
- Food
- ICT services and equipment
- Machinery and vehicles
- Office equipment and supplies
- Postage, courier and freight
- Products
- Professional services
- Refrigerants
- Transport (air)
- Transport (land and sea)
- Waste
- Water
- Working from home

### Non-quantified

N/A

### Optionally included

N/A

## Outside emission boundary

### Excluded

N/A

## 4. EMISSIONS REDUCTIONS

### Emissions reduction strategy

A comparison of the individual sector contributions to GHG emissions revealed that Professional Services was the largest contributor, at 87.2 tCO<sub>2</sub>-e (35.5% of total GHG Protocol emissions). When compared to the previous year, the emissions for Professional Services also showed the largest change in emissions at 84.5 tCO<sub>2</sub>-e (3,130.2% increase of the same emission source from the previous year).

To ensure we remain accountable for this, we identified key areas where we can significantly reduce our GHG emissions.

First, we have hired a Sustainability Manager full time to identify key areas for improvement and actually deliver our actions and track our progress.

Overall Man of Many commits to reduce total emissions of its business operations by 30% by 2027 compared to the CY2022 baseline (5 years target).

Also, we aim at reducing our GHG intensity of 17.6 tCO<sub>2</sub>e per FTE in CY2022 to under 13tCO<sub>2</sub>e per FTE by the end of CY2023.

We will continue to conduct an annual GHG Assessment of our scopes 1, 2, & 3 and reassess annually our targets and analyze how we track with our actions and emissions reduction.

As we continue to strengthen and build on our sustainability programs, our following emission reduction strategy includes:

- Travel: we will develop a policy to systematically offset our flights (option carbon credits), to only fly on economy class, and to only book 4 Star hotel accommodations or less (not 5 Star).
- Flexible working policies: we will provide remote and hybrid flexible working arrangements, which decreases commute time and supports the reduction of office spaces, especially for staff leaving more than 6 km from our office.
- Sustainable practices in our offices:
  - o Ensuring non-essential office lighting, printers, computers are switched off overnight, weekends and on holidays.
  - o Digital records management to reduce printing.
  - o Reduce our office waste by 10% and recycle more.

Scope 2 emissions will be reduced by 20% within the next Reporting Year, by switching to a proportion of GreenPower, with the goal of being on 100% Greenpower by the end of CY2024.

- Tenancy electricity accounted for 3.0% of the total emissions. Whilst only a minor element of the profile, increasing energy efficiency is a relatively simple step towards reducing our environmental impacts.

We are considering installing smart light systems, educating employees to switch off appliances when not in use, and upgrading to energy efficient appliances and machinery to reduce our electricity consumption.

Scope 3 emissions will be reduced by 10% for the next reporting period, with the following actions:

Effectively implementing the procurement controls to ensure all products and services are sourced from Climate Active Certified suppliers in the first instance (wherever possible).

Some of our hotspots include Professional Services, Advertising & Marketing, ICT services, Business Travel, Food & Beverages, Office Supplies & Services, Postage Courier & Logistics.

Based on the results of our organisation's GHG assessment, there are opportunities to develop more robust measurement, management, and reduction practices:

- Third party services including Professional Services (35.5%), Advertising and Marketing Services (15.9%) and ICT services (9.5%) accounted for 65.3% of the total emissions profile. Whilst these emissions are not under our direct control and can seem difficult to reduce, we will implement a Supplier Engagement Policy. Such a policy will require the engagement of our suppliers that are acting on climate change, accounting for their emissions and accounting for their own supply chain impacts. We will draft supplier engagement policies that include ESG requirements and sustainability metrics to guide staff and suppliers.
- General products and merchandise contributed towards 20.3% of the total emissions. We will reduce consumption by avoiding the purchase of unnecessary products and services.



## Emissions reduction actions

Sustainable Actions Taken by Man of Many

### 1) LED Office Lighting Upgrade

We have actually successfully replaced all lights in the office with energy-efficient LED bulbs, significantly reducing electricity consumption and lowering our carbon footprint.

### 2) Enhanced Company Car Management through GPS

To promote sustainable transportation, we have implemented GPS tracking through Google Location Services, Google Maps history, and Android Auto for our company car. This allows us to monitor and optimize their usage, reducing fuel consumption and emissions.

### 3) Appointment of an Internal Sustainability Officer

We are proud to announce the appointment of Denise Barnes as a Sustainability Officer. Denise will spearhead our sustainability efforts, ensuring we remain committed to environmentally responsible practices.

### 4) Comprehensive Sustainability Training

To foster a culture of sustainability within our organization, we conducted an internal training program. This program covered various topics, including recycling practices and actionable ways to reduce our overall carbon emissions. Attached is an example.

### 5) Transition to 100% Renewable Energy Supply

Taking a bold step towards sustainability, we have contacted Origin Energy and initiated the process of switching to 100% renewable energy sources. This move aligns our operations with a cleaner, greener future. We expect this to be implemented in the next month.

### 6) Carbon Offsetting Flights

As part of our commitment to offsetting carbon emissions, we have provided guidance to our team members on purchasing carbon offsets for any company-related flights. Moreover, we have taken the initiative to cover the costs of carbon offsets for all our flights, further contributing to a more sustainable environment.

These sustainable actions demonstrate our dedication to making a positive impact on the environment while setting an example for other businesses to follow. We will continue to explore innovative ways to minimize our ecological footprint and promote a greener, more sustainable future.

## 5. EMISSIONS SUMMARY

### Emissions over time

		Emissions since base year	
		Total tCO <sub>2</sub> -e (without uplift)	Total tCO <sub>2</sub> -e (with uplift)
Base year:	CY2021	36.70	39.07
Year 2:	CY2022	234.2	234.2

### Significant changes in emissions

For CY2021 and based on best available data, the estimated net total carbon emissions for Man of Many was 39.1 tonnes of carbon dioxide equivalents (tCO<sub>2</sub>-e). This total includes indirect contributions along the supply chain (scope 3 emissions) and renewable GreenPower purchases.

For CY2022, the estimated total carbon emissions for Man of Many was 245.9 tonnes of carbon dioxide equivalents (tCO<sub>2</sub>-e). This total includes indirect contributions along the supply chain (scope 3 emissions).

Overall year on year (YoY) emissions changed by 206.8 tCO<sub>2</sub>-e, an increase of 529.3% over the prior year. Note that the emissions for previous years may not be directly comparable due to differences in the operational boundary over successive reporting periods.

One of the reasons for such increase in our carbon footprint is because CY2021 was affected by COVID. During CY2022 our activities went back to normal, with increase in staff hire, business activities and flights. CY2022 is probably a better Baseline for an emissions reduction strategy.

A comparison of the individual sector contributions to GHG emissions revealed that Professional Services was the largest contributor, at 87.2 tCO<sub>2</sub>-e (35.5% of total GHG Protocol emissions). When compared to the previous year, the emissions for Professional Services also showed the largest change in emissions at 84.5 tCO<sub>2</sub>-e (3,130.2% increase of the same emission source from the previous year).

Emission source name	Previous year emissions (t CO <sub>2</sub> -e)	Current year emissions (t CO <sub>2</sub> -e)	Detailed reason for change
Computer and technical services	72.8	56.1	Man of Many had a reduction in hosting costs and expense during the year.
Advertising services	31.6	39.1	Due to the increase in the number and size of campaigns Man of Many had secured, they had an increase in their advertising expense as the business expanded.

## Emissions summary

The electricity summary is available in the Appendix B. Electricity emissions were calculated using a location-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 (t CO <sub>2</sub> -e)
Cleaning and Chemicals	0.00	0.00	1.54	1.54
Climate Active Carbon Neutral Products and Services	0.00	0.00	0.00	0.00
Electricity	0.00	6.91	4.77	11.69
Food	0.00	0.00	5.47	5.47
ICT services and equipment	0.00	0.00	56.10	56.10
Machinery and vehicles	0.00	0.00	0.04	0.04
Office equipment & supplies	0.00	0.00	29.48	29.48
Postage, courier, and freight	0.00	0.00	0.21	0.21
Products	0.00	0.00	50.01	50.01
Professional Services	0.00	0.00	66.48	66.48
Refrigerants	0.71	0.00	0.00	0.71
Transport (Air)	0.00	0.00	0.95	0.95
Transport (Land and Sea)	0.34	0.00	7.38	7.72
Waste	0.00	0.00	1.70	1.70
Water	0.00	0.00	1.29	1.29
Working from home	0.00	0.00	0.76	0.76
<b>Total emissions</b>	<b>1.05</b>	<b>6.91</b>	<b>226.19</b>	<b>234.15</b>

## Uplift factors

N/A

## 6. CARBON OFFSETS

### Offsets retirement approach

This certification has taken an in-arrears offsetting approach. The total emission to offset is 235 t CO<sub>2</sub>-e. The total number of eligible offsets used in this report is 235. Of the total eligible offsets used, 0 were previously banked and 237 were newly purchased and retired. 2 are remaining and have been banked for future use.

### Co-benefits

#### Merepah Fire Project, Cape York, Australia

ERF Project ID: EOP 100 104

Fire management near the most northern point of Australia on Merepah Station, Cape York Peninsula, is delivering a valuable income stream for the Moompa-Awu Aboriginal Corporation (MAAC) while also assisting the functioning cattle business.

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 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 <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, Cape York, Australia	ACCU	ERF	16 June 2023	3 795 285 526 3 795 285 762	2019-2020	-	237	0	2	235	100%
<b>Total eligible offsets retired and used for this report</b>										235	
<b>Total eligible offsets retired this report and banked for use in future reports</b>									2		

Type of offset units	Eligible quantity (used for this reporting period)	Percentage of total
Australian Carbon Credit Units (ACCUs)	235	100%

## 7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

### Renewable Energy Certificate (REC) summary

N/A.

## APPENDIX A: ADDITIONAL INFORMATION

N/A

## APPENDIX B: ELECTRICITY SUMMARY

There are two international best-practice methods for calculating electricity emissions – the location-based method and the market-based method. Reporting electricity emissions under both methods is called dual reporting.

Dual reporting of electricity emissions is useful, as it provides different perspectives of the emissions associated with a business's electricity usage.

### **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.

For this certification, electricity emissions have been set by using the location-based approach.

Market Based Approach Summary			
Market Based Approach	Activity Data (kWh)	Emissions (kg CO2-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)	0	0	0%
GreenPower	0	0	0%
Climate Active precinct/building (voluntary renewables)	0	0	0%
Precinct/Building (LRET)	0	0	0%
Precinct/Building jurisdictional renewables (LGCs surrendered)	0	0	0%
Electricity products (voluntary renewables)	0	0	0%
Electricity products (LRET)	0	0	0%
Electricity products jurisdictional renewables (LGCs surrendered)	0	0	0%
Jurisdictional renewables (LGCs surrendered)	0	0	0%
Jurisdictional renewables (LRET) (applied to ACT grid electricity)	0	0	0%
Large Scale Renewable Energy Target (applied to grid electricity only)	2,757	0	19%
Residual Electricity	12,035	11,493	0%
<b>Total renewable electricity (grid + non grid)</b>	<b>2,757</b>	<b>0</b>	<b>19%</b>
<b>Total grid electricity</b>	<b>14,792</b>	<b>11,493</b>	<b>19%</b>
<b>Total electricity (grid + non grid)</b>	<b>14,792</b>	<b>11,493</b>	<b>19%</b>
Percentage of residual electricity consumption under operational control	100%		
<b>Residual electricity consumption under operational control</b>	<b>12,035</b>	<b>11,493</b>	
Scope 2	10,628	10,150	
Scope 3 (includes T&D emissions from consumption under operational control)	1,407	1,343	
<b>Residual electricity consumption not under operational control</b>	<b>0</b>	<b>0</b>	
Scope 3	0	0	

<b>Total renewables (grid and non-grid)</b>	<b>18.64%</b>
<b>Mandatory</b>	<b>18.64%</b>
<b>Voluntary</b>	<b>0.00%</b>
<b>Behind the meter</b>	<b>0.00%</b>
<b>Residual scope 2 emissions (t CO2-e)</b>	<b>10.15</b>
<b>Residual scope 3 emissions (t CO2-e)</b>	<b>1.34</b>
<b>Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)</b>	<b>10.15</b>
<b>Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO2-e)</b>	<b>1.34</b>
<b>Total emissions liability (t CO2-e)</b>	<b>11.49</b>

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



Location-based approach summary						
Location-based approach	Activity Data (kWh) total	Under operational control			Not under operational control	
Percentage of grid electricity consumption under operational control	100%	(kWh)	Scope 2 Emissions (kgCO <sub>2</sub> -e)	Scope 3 Emissions (kgCO <sub>2</sub> -e)	(kWh)	Scope 3 Emissions (kgCO <sub>2</sub> -e)
ACT	0	0	0	0	0	0
NSW	14,792	14,792	10,798	888	0	0
SA	0	0	0	0	0	0
VIC	0	0	0	0	0	0
QLD	0	0	0	0	0	0
NT	0	0	0	0	0	0
WA	0	0	0	0	0	0
TAS	0	0	0	0	0	0
<b>Grid electricity (scope 2 and 3)</b>	<b>14,792</b>	<b>14,792</b>	<b>10,798</b>	<b>888</b>	<b>0</b>	<b>0</b>
ACT	0	0	0	0		
NSW	0	0	0	0		
SA	0	0	0	0		
VIC	0	0	0	0		
QLD	0	0	0	0		
NT	0	0	0	0		
WA	0	0	0	0		
TAS	0	0	0	0		
<b>Non-grid electricity (behind the meter)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>		
<b>Total electricity (grid + non grid)</b>	<b>14,792</b>					

Residual scope 2 emissions (t CO <sub>2</sub> -e)	10.80
Residual scope 3 emissions (t CO <sub>2</sub> -e)	0.89
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO <sub>2</sub> -e)	10.80
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO <sub>2</sub> -e)	0.89
<b>Total emissions liability</b>	<b>11.69</b>

### Climate Active carbon neutral electricity products

Climate Active carbon neutral product used	Electricity claimed from Climate Active electricity products (kWh)	Emissions (kg CO <sub>2</sub> -e)
N/A	0	0
<i>Climate Active carbon neutral electricity is not renewable electricity. These electricity emissions have been offset by another Climate Active member through their electricity product certification. This electricity consumption is also included in the market based and location-based summary tables. Any electricity that has been sourced as renewable electricity by the electricity product under the market-based method is outlined as such in the market-based summary table.</i>		

## APPENDIX C: INSIDE EMISSIONS BOUNDARY

### Non-quantified emission sources

The following emissions sources 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.

N.A

## APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

### Excluded emission sources

The below emission sources have been assessed as not relevant to this organisation's or precinct's (delete whichever does not apply) 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 or precinct'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 or precinct'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 or precinct's boundary, or from outsourced activities typically undertaken within the boundary for comparable organisations or precincts.

N/A



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