



PUBLIC DISCLOSURE STATEMENT

MAN OF MANY PTY LTD

ORGANISATION CERTIFICATION

CY2023

Australian Government
Climate Active
Public Disclosure Statement

MANOFMANY



An Australian Government Initiative



NAME OF CERTIFIED ENTITY	Man of Many Pty Ltd
REPORTING PERIOD	Calendar year 1 January 2023 – 31 December 2023 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>Scott Purcell</i></p> <p>Name of signatory Position of signatory Date</p> <p>Scott Purcell, Co-Founder - Man of Many 12/03/2025</p>



Australian Government

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

Public Disclosure Statement documents are prepared by the submitting organisation. The material in the Public Disclosure Statement document 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 document and disclaims liability for any loss arising from the use of the document for any purpose.

Version August 2023.



1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	257 tCO ₂ -e
CARBON OFFSETS USED	100% ACCUs
RENEWABLE ELECTRICITY	100%
CARBON ACCOUNT	Prepared by: <u>Pangolin Associates Pty Ltd.</u>
TECHNICAL ASSESSMENT	Next technical assessment due: CY 2024
THIRD PARTY VALIDATION	N/A

Contents

1. Certification summary.....	3
2. Certification information.....	4
3. Emissions boundary.....	5
4. Emissions reductions.....	7
5. Emissions summary.....	10
6. Carbon offsets.....	12
7. Renewable Energy Certificate (REC) Summary.....	13
Appendix A: Additional Information.....	14
Appendix B: Electricity summary.....	15
Appendix C: Inside emissions boundary.....	19
Appendix D: Outside emissions boundary.....	20

2. CERTIFICATION INFORMATION

Description of organisation certification

This inventory has been prepared for the calendar year from 1 January 2023 to 31 December 2023 and covers the Australian business operations of Man of Many Pty Ltd, trading as Man of Many, ABN: 731 633 312 80.

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 and in the Philippines

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 731 633 312 80, 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

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

Non-quantified

N/A

Outside emission boundary

Excluded

N/A

4. EMISSIONS REDUCTIONS

Emissions reduction strategy

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 tCO₂e per FTE in CY2022 to under 13tCO₂e 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:
 - Ensuring non-essential office lighting, printers, computers are switched off overnight, weekends and on holidays.
 - Digital records management to reduce printing.
 - 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. We have met this goal in CY2023.

- 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

In 2023, Man of Many has taken several significant steps to reduce our carbon footprint and further our commitment to sustainability:

Appointment of a Sustainability Manager: We have appointed a Sustainability Manager who is dedicated to identifying key areas for improvement, delivering on our action plans, and tracking our progress towards our emission reduction targets.

Office Recycling Initiatives: We have implemented comprehensive recycling protocols in our office to ensure that we minimize waste and promote recycling of materials.

Energy Efficiency Measures: We have adopted a policy to turn off all lights and monitors at the end of each day, reducing unnecessary energy consumption.

Transition to Green Power: We have switched to 100% green power, ensuring that all electricity used in our operations is sourced from renewable energy.

These actions not only contribute to our goal of reducing our total emissions by 30% by 2027 (compared to the CY2022 baseline) but also support our immediate target of reducing our GHG intensity from 17.6 tCO₂e per FTE in CY2022 to under 13 tCO₂e per FTE by the end of CY2023.

Additionally, we are exploring further strategies to enhance our sustainability practices, including:

Smart Lighting Systems: Considering the installation of smart lighting systems to further reduce electricity consumption.

Supplier Engagement Policies: Developing policies to engage with suppliers who actively manage their environmental impact, aiming to ensure that our entire supply chain is contributing to our sustainability goals. We've included a questionnaire on all of our booking forms.

Digital Transformation: Increasing our reliance on digital records and communications to minimize paper use and waste.

Our commitment to sustainability is ongoing and integral to our operations, and we will continue to strive for improvements in all aspects of our business to achieve these important goals.

5. EMISSIONS SUMMARY

Emissions over time

Emissions since base year			
		Total tCO ₂ -e (without uplift)	Total tCO ₂ -e (with uplift)
Base year/Year 1:	2021	36.7	39.07
Year 2:	2022	234.2	234.2
Year 3:	2023	256.4	256.4

Significant changes in emissions

Significant changes in emissions			
Emission source	Previous year emissions (t CO ₂ -e)	Current year emissions (t CO ₂ -e)	Reason for change
Technical services	20.8	27.7	Significant growth in the number of employees we hire.

Use of Climate Active carbon neutral products, services, buildings or precincts

Certified brand name	Product/Service/Building/Precinct used
Pangolin Associates	Service
Origin: Origin Business Go Variable (opt-in GreenPower)	Product

Emissions summary

The electricity summary is available in the Appendix B. Electricity emissions were calculated using a market-based approach.

Emission category	Scope 1 emissions (tCO ₂ -e)	Scope 2 emissions (tCO ₂ -e)	Scope 3 emissions (tCO ₂ -e)	Total emissions (t CO ₂ -e)
Accommodation and facilities	0.00	0.00	0.30	0.30
Cleaning and chemicals	0.00	0.00	1.78	1.78
Climate Active carbon neutral products and services	0.00	0.00	0.00	0.00
Electricity	0.00	0.00	0.00	0.00
Food	0.00	0.00	5.44	5.44
ICT services and equipment	0.00	0.00	16.03	16.03
Machinery and vehicles	0.00	0.00	0.06	0.06
Postage, courier and freight	0.00	0.00	0.19	0.19
Products	0.00	0.00	17.29	17.29
Professional services	0.00	0.00	188.62	188.62
Refrigerants	0.71	0.00	0.00	0.71
Transport (air)	0.00	0.00	11.28	11.28
Transport (land and sea)	0.33	0.00	5.98	6.31
Waste	0.00	0.00	1.70	1.70
Water	0.00	0.00	1.30	1.30
Working from home	0.00	0.00	0.73	0.73
Office equipment and supplies	0.00	0.00	1.36	1.36
Philippines WFH	0.00	0.00	3.29	3.29
Total emissions (tCO₂-e)	1.04	0.00	255.36	256.40

Uplift factors

N/A

6. CARBON OFFSETS

Eligible offsets retirement summary

Offsets retired for Climate Active certification

Type of offset units	Eligible quantity (used for this reporting period)	Percentage of total
Australian Carbon Credit Units (ACCUs)	257	100%

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 (%)
Horsley Park Landfill Gas Project	ACCU	ANREU	16/06/2023	3 795 285 526	2019-	-	237	235	-	2	0.7%
				3 795 285 762	2020						
Hillview Station Regeneration Project	ACCU	ANREU	06/05/2024	8,337,369,174	2021-	-	260	-	5	255	99.3%
				8,337,369,433	2022						
Total eligible offsets retired and used for this report										257	
Total eligible offsets retired this report and banked for use in future reports									5		

7. 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 **market-based approach**

Market-based approach summary			
Market-based approach	Activity Data (kWh)	Emissions (kg CO ₂ -e)	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)	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)	9,249	0	81%
Electricity products (LRET)	2,164	0	19%
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)	0	0	0%
Residual Electricity	0	0	0%
Total renewable electricity (grid + non grid)	11,413	0	100%
Total grid electricity	11,413	0	100%
Total electricity (grid + non grid)	11,413	0	100%
Percentage of residual electricity consumption under operational control	0%		
Residual electricity consumption under operational control	0	0	
Scope 2	0	0	
Scope 3 (includes T&D emissions from consumption under operational control)	0	0	
Residual electricity consumption not under operational control	0	0	
Scope 3	0	0	

Total renewables (grid and non-grid)	100.00%
Mandatory	18.96%
Voluntary	81.04%
Behind the meter	0.00%
Residual scope 2 emissions (t CO₂-e)	0.00
Residual scope 3 emissions (t CO₂-e)	0.00
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	0.00
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO₂-e)	0.00
Total emissions liability (t CO₂-e)	0.00

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 ₂ -e)	Scope 3 Emissions (kgCO ₂ -e)	(kWh)	Scope 3 Emissions (kgCO ₂ -e)
ACT	0	0	0	0	0	0
NSW	11,413	11,413	7,761	571	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
Grid electricity (scope 2 and 3)	11,413	11,413	7,761	571	0	0
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		
Non-grid electricity (behind the meter)	0	0	0	0		
Total electricity (grid + non grid)	11,413					

Residual scope 2 emissions (t CO ₂ -e)	7.76
Residual scope 3 emissions (t CO ₂ -e)	0.57
Scope 2 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	0.00
Scope 3 emissions liability (adjusted for already offset carbon neutral electricity) (t CO ₂ -e)	0.00
Total emissions liability	0.00

Operations in Climate Active buildings and precincts

Operations in Climate Active buildings and precincts	Electricity consumed in Climate Active certified building/precinct (kWh)	Emissions (kg CO ₂ -e)
N/A	0	0
<p><i>Climate Active carbon neutral electricity is not renewable electricity. These electricity emissions have been offset by another Climate Active member through their building or precinct 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 building/precinct under the market-based method is outlined as such in the market-based summary table.</i></p>		

Climate Active carbon neutral electricity products

Climate Active carbon neutral electricity product used	Electricity claimed from Climate Active electricity products (kWh)	Emissions (kg CO ₂ -e)
Origin: Origin Business Go Variable (opt-in GreenPower)	11,413	0
<p><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></p>		

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.

Relevant non-quantified emission sources	Justification reason
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 EMISSIONS BOUNDARY

Excluded emission sources

The below emission sources have been assessed as not relevant to this organisation'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.

Excluded emissions sources summary

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



An Australian Government Initiative

