

Summary of carboNZero certification:



Curious Limited

Curious Limited meets the requirements of carboNZero^{Cert™} certification having measured its greenhouse gas emissions in compliance with ISO 14064-1: 2006, committed to managing and reducing its emissions and neutralised its remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the operational activities of its organisation including its head office in Auckland, its sister company in Australia (Curious Pty Limited) and all television commercials produced under both entities

curious

Introduction¹ – Curious Limited (including Curious Pty Limited) (“Curious”) is a full-service production company representing some of the region’s most dynamic commercial directors, and servicing the world’s best. Curious is committed to producing world-class advertising campaigns, while delivering a production environment that’s professional, friendly, efficient and creative.

Boundary – the diagram below shows the organisational structure used for describing Curious’ greenhouse gas (GHG) emissions inventory, and what business units were included in the carboNZero certification. Blue business units are included in the certification. There were no business units excluded.



Consolidation approach – Operational control

Base year – 01/10/2008 to 30/09/2009

Measurement period – 01/10/2009 to 30/09/2010

GHG emissions source inclusions – the diagram below shows the operational GHG emissions for Curious by emissions source. Curious’ total emissions for this

¹ **Disclaimer:** This Disclosure Statement is a summary of the verified information considered for certification and the certification decision. It should not be taken to represent the full submission for certification. While every effort has been made to ensure that the information in this Disclosure Statement is accurate and complete, Landcare Research does not, to the maximum extent permitted by law, give any warranty or guarantee relating to the accuracy or reliability of the information.

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period were 589.67 tonnes carbon dioxide equivalents (CO₂e) comprising 37.52 tonnes CO₂e Scope 1, 6.95 tonnes CO₂e Scope 2 and 545.21 tonnes CO₂e Scope 3 emissions.

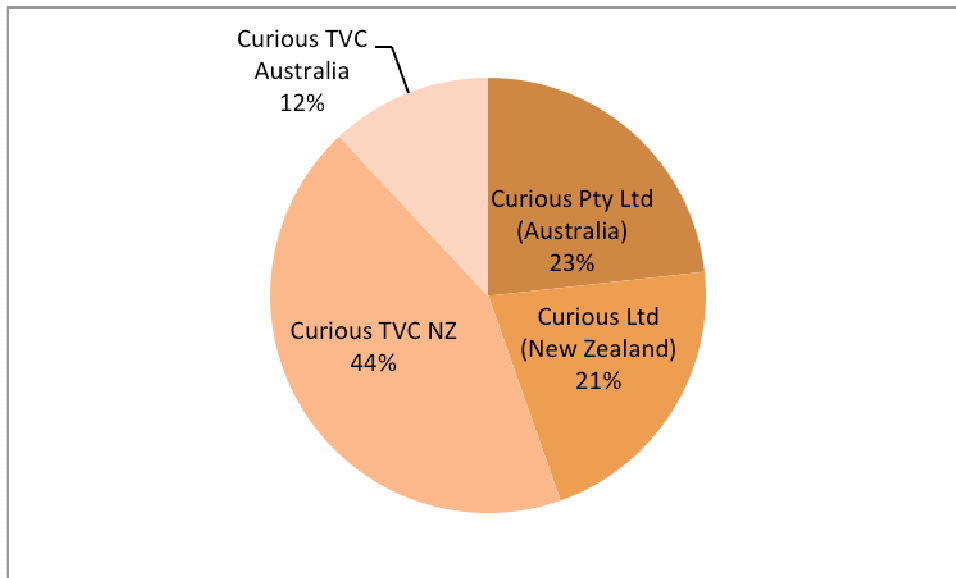


Figure 1: Curious GHG emissions (tonnes CO₂e) by business unit.

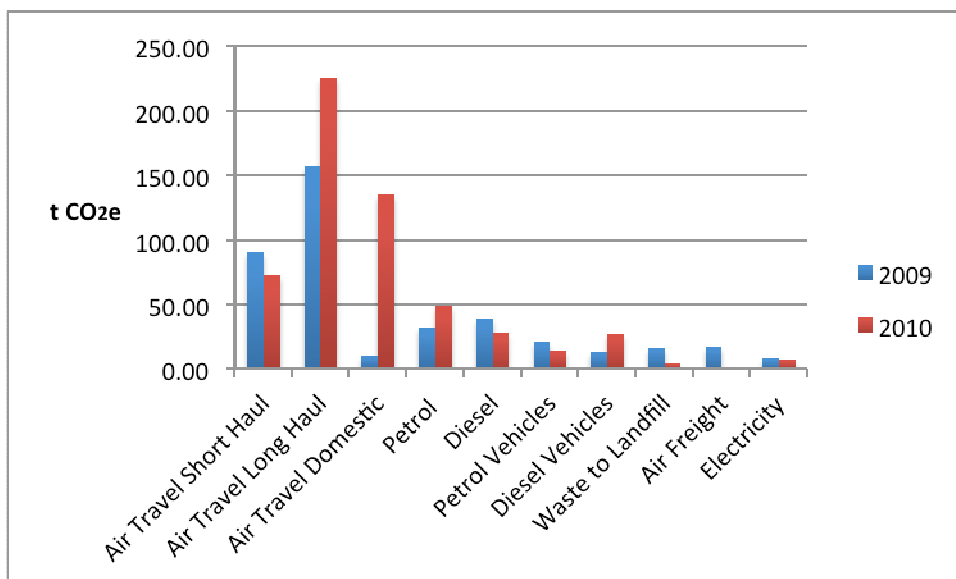


Figure 2: Top 10 GHG emissions sources.

GHG emissions source exclusions – Road freight e.g. local couriers was excluded as *de minimis*. Electricity consumption for the Sydney office was excluded, due to rental agreements inclusive of electricity consumption and this data being unavailable. This electricity consumption is not likely to be material to the inventory. Also excluded is air travel relating to non-creative agency staff (as this is considered outside the operational boundary), rental car use and accommodation in Australia is also excluded as appropriate emissions factor is not available and emissions associated is likely to be *de minimis*.

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GHG emissions reduction commitments – Curious has developed a GHG emissions reduction plan. Some projects in this plan include:

- Reducing emissions from international and domestic air travel, by taking a considered approach to travel and increasing the efficiency of travel that is required e.g. multiple purposes in one journey
- Reducing emissions from fuel consumption and vehicle travel by leasing the most efficient vehicles for the required purpose, planning more efficient journeys and where practicable investigating electricity supply on location to reduce generator use.
- Reducing emissions from electricity consumption in our offices, by continuing to implement efficient office practices.

We have set a target of 5% reduction in emissions across per shoot day and per production over the next year. We encourage our staff and contractors to help us achieve our emissions reduction commitments through our Sustainable Production guide.

GHG emissions reduction report against last year's plan – The most significant increases were from domestic air travel (increased by over 92%) and long haul air travel (increased by over 30%). The significant increase in domestic travel is related to work undertaken by the Sydney office requiring a significant amount of domestic travel throughout Australia.

There has been some reduction in specific emissions sources. The most significant areas of reduction have been in air freight where emissions have decreased by 93% and electricity where actual consumption has decreased by 5% and emissions have decreased by 15%.

Offset – 590 tonnes CO₂e. VERs from UHE Mascarenhas Power Upgrading Project (Brazil) serial numbers 608051-608640 have been cancelled (or equivalent) on the Market Environmental Registry.

Verified by – carboNZero strategic business unit

Threshold of materiality – Excluded emissions do not exceed 5% of the total footprint for organisation and product boundary stated.

Level of assurance – Limited assurance

Certification status – carboNZero certified “organisation” covering Curious Limited Auckland, Curious Pty Limited Sydney and all Curious TVC Productions.

Certificate number – 2011045J

Valid until – 31 January 2014

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