

Summary of carboNZero certification: Curious Ltd



Meets the requirements of carboNZero^{CertTM} certification having measured and committed to reducing its greenhouse gas emissions and neutralised the remaining unavoidable emissions in respect of its organisation excluding the production of television commercials.

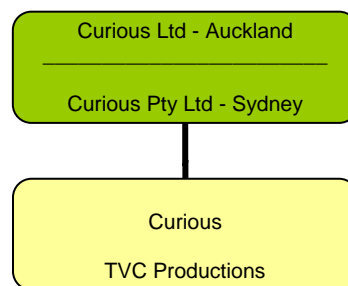
curious

Introduction¹ – Curious Ltd 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.

New Zealand offers the world of film and TV a unique and unspoilt location environment. We at Curious recognise our part in a high impact industry and have drawn a clear line in the sand by making a commitment to sustainability.

We are proud to demonstrate this commitment through our participation in the carboNZero programme which provides us with a genuine and robust method to measuring, reducing and mitigating our greenhouse gas emissions.

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. Yellow business activities were excluded from the certification.



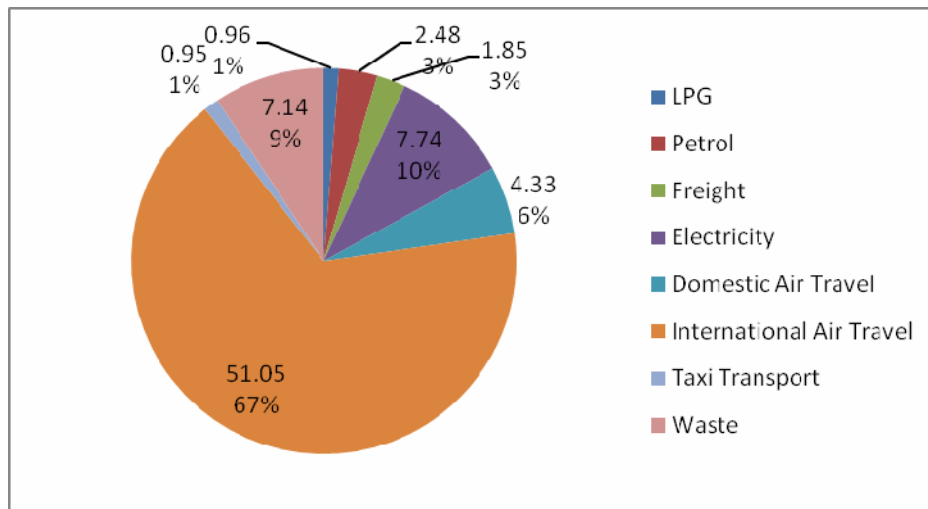
Consolidation approach – Operational control.

Base year – The chosen base year is from 01/10/2007 to 30/09/2008.

Measurement period – As base year.

GHG emissions source inclusions – the diagram below shows the operational GHG emissions for Curious by emissions source. Curious total emissions for this period were **76.49** tonnes carbon dioxide equivalents (CO₂e) comprising 0.96 tonnes CO₂e Scope 1, 7.74 tonnes CO₂e Scope 2 and 67.79 tonnes CO₂e Scope 3 emissions.

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.



GHG emissions source exclusions –

- Electricity for Curious Pty Ltd Sydney office - The office based in Sydney is small and houses 3 staff members. The office is located within a large complex (Fox Studios) and electricity data for this complex was not available.
- Domestic Couriers for Curious Pty Ltd Sydney - Although invoices were provided information included on the invoice was insufficient e.g. distances travelled and vehicle types.

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

- Reduce GHG emissions from electricity consumption from the Auckland office by 5%.
- Reduce GHG emissions from electricity use from the Curious Sydney office by implementing energy efficient office practices.
- Reduce GHG emissions from waste from the Curious Auckland and Sydney Offices by 5%.
- Manage GHG emissions from international and domestic air travel by taking a more considered approach to air travel.

Offset – 77 tonnes CO₂e. VERs² from EBEX21³ and PRE⁴ windpower projects. Serial numbers EBEX21 109662-109700 and PRE Tararua II windpower 317011-317048 have been cancelled on the carboNZero programme registry.

Verified by – Prescott Horn

Level of assurance – Reasonable assurance.

² VERs are created by eligible projects for emissions reductions achieved up to the end of 2007.

³ EBEX21 – Emissions Biodiversity Exchange in the 21st Century project creates carbon credits through the regeneration of native forest on private land – see www.ebex21.co.nz

⁴ PRE - Projects to Reduce Emissions is a New Zealand government scheme for projects that are eligible under the Joint Implementation initiative of the Kyoto Protocol – see www.mfe.govt.nz

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

Certification status – carboNZero certified “organisation”.

Certificate number – 2009019

Certification valid until – 31 December 2009.

Curious Ltd, 26 Putiki Street, Arch Hill, Auckland, New Zealand
Tel: 0064 (0)9 360 7880, Email: production@curiousfilm.com , Web: www.curiousfilm.com