

Summary of carboNZero certification:

Curious Ltd

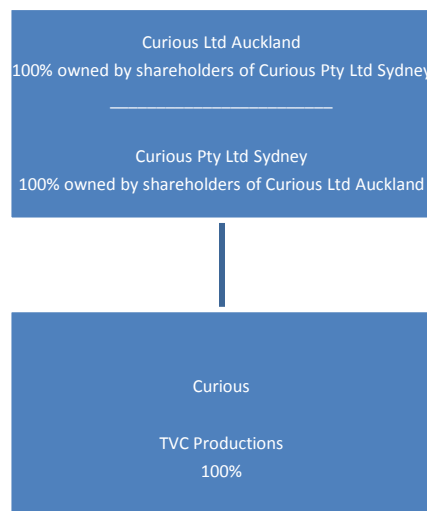


Curious Limited meets the requirements of the carboNZero^{Cert™} certification having measured its greenhouse gas emissions in compliance with ISO 14064:20061, committed to managing and reducing its emissions, and neutralised its remaining unavoidable emissions in respect of its operational activities including its head office in Auckland, its sister company in Australia (Curious Pty Ltd), and all television commercials produced under both entities.



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.

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 units were excluded from the certification.



Consolidation approach – Operational control

Base year – 01/10/2008 to 30/09/2009

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.

Summary of carboNZero certification:

Curious Ltd



Note: the base year for the previous inventory was 01/10/2007 to 30/09/2008. Due to the inclusion of emissions associated with the production of television commercials that base year has been reset).

Measurement period – 01/10/2008 to 30/09/2009

GHG emissions source inclusions – the diagram below shows the operational GHG emissions for Curious by emissions source. Curious' total emissions for this period were 413.97 tonnes carbon dioxide equivalents (CO₂e) comprising 30.81 tonnes CO₂e Scope 1, 8.11 tonnes CO₂e Scope 2 and 375.05 tonnes CO₂e Scope 3 emissions.

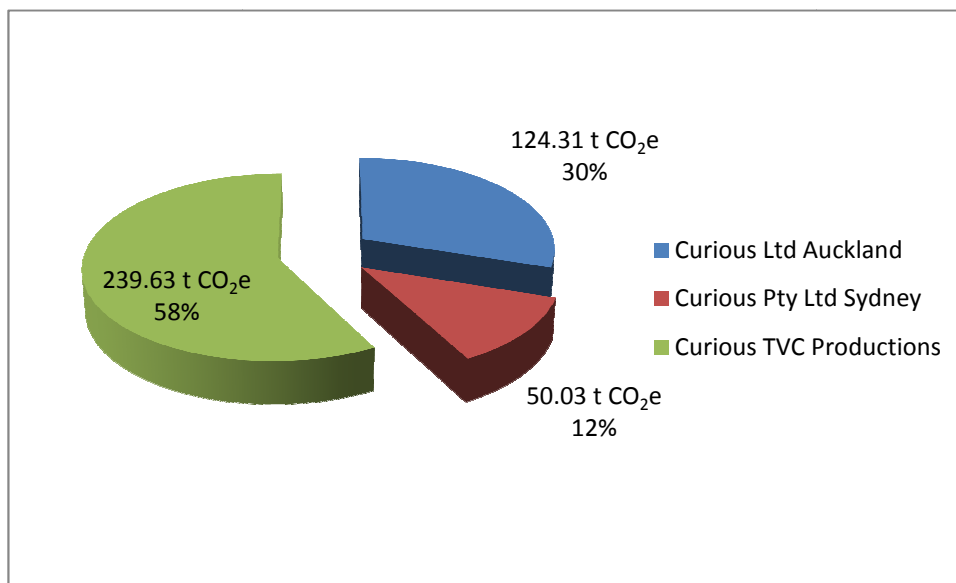


Figure 1: Curious GHG emissions (tonnes CO₂e) by business activity.

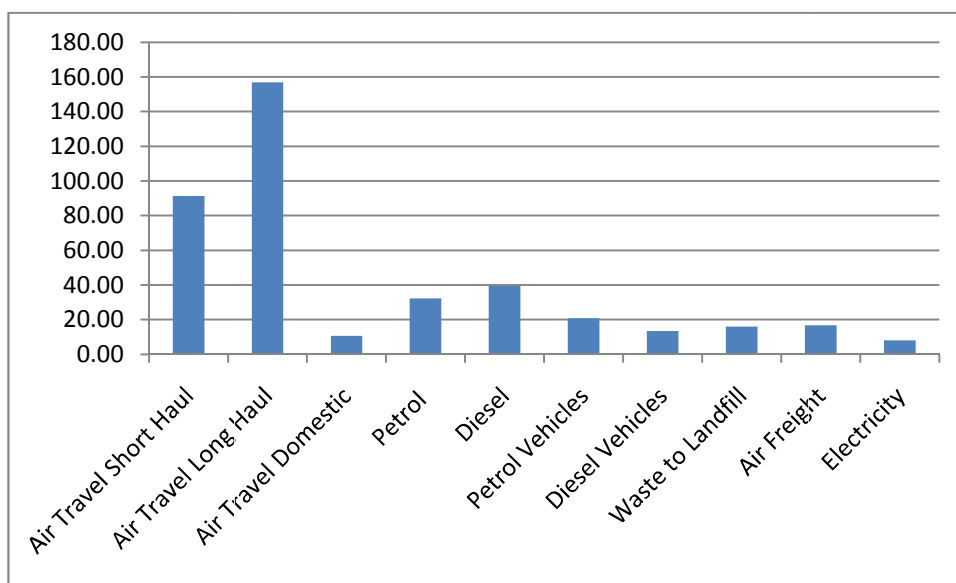


Figure 2: Top 10 GHG emissions sources.

Summary of carboNZero certification:

Curious Ltd



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. Electricity consumption from the Curious Pty Ltd Sydney is not likely to be material to the inventory. Air transport for non-creative agency staff was excluded where agency staff are non-creative having no direct input into the TVC production and are not request to attend by Curious.

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 for a 5% reduction in emissions across each of our business units 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 – Due to business growth and the inclusion of our all our television commercial productions in our inventory no emissions reductions have been achieved since the last inventory.

Offset – 414 tonnes CO₂e. VERs² from PRE³ landfill gas projects (Palmerston North). Serial numbers 205272-205685 have been cancelled (or equivalent) on the carboNZero programme register.

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 – Reasonable assurance

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

Certificate number – 2010059J

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

³ 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

Summary of carboNZero certification:

Curious Ltd

Valid until – 31 December 2010



Curious, 26 Putiki Street, Arch Hill, Auckland, 1021. New Zealand. PO Box 6681, Newton, Auckland, New Zealand. T: +64 (0)9 360 7880. F: +64 (0)9 360 7881 E: production@curiousfilm.com, www.curiousfilm.com