



Sustainable Happiness

Carbon Neutral Services Beach Massage 2020



The following document reports the inaugural base year reporting for **Beach Massage** ABN # 899828848 from 1 July 2019 to 30 June 2020.

The purpose of this report is for its owner Amanda Obara to work towards a Carbon Neutral business. This first year measures the baseline impacts as a minimum in determining carbon emissions for the year and their offsets.

Data collection, assumptions, reporting has been conducted by Amanda Pummer, Sustainable Happiness on behalf of her client Beach Massage. Amanda P invites feedback and comments for any of the calculations included or excluded.

It is our goal moving forward to decrease the carbon emissions as reported in this base year and increase the inclusions from minimum to maximum over the next 5 years.

We are pleased to report that Beach Massage has been able to carbon offset this entire carbon emission production for the base year in 2020 and achieve carbon neutrality.

Sustainable Happiness ABN#68 660 600 836

Amanda Pummer, BA is a sustainability consultant specialising in the hospitality and tourism event space. The business's carbon neutral services help clients estimate their carbon emissions and devise strategies to reduce emissions.



STEPS WE TOOK TO BECOME CARBON NEUTRAL



Measure

Calculate your footprint by accounting for all of your GHG emissions



Reduce

Adopt energy efficiency measures and shift to renewable energy



Offset

Purchase offsets to compensate for unavoidable emissions



Carbon Calculator

What is this business's climate impact?

In order to seek carbon neutrality, we must first measure our emissions, reduce our emissions and offset our emissions for the business Beach Massage.

The scope is defined by the 3mx3m tent on Noosa Main Beach, Queensland.

Calculations Inclusions are: Vehicles, Electricity, Water, Waste and Paper.

Calculations Exclusions are: Gas, Food & Drink, Air Travel, Public Transport and Events.

Once the footprint was calculated in Co2 tonnes, we looked at opportunities to reduce emissions for 2021 and offset this amount to compensate for those greenhouse gas emissions produced by the business in 2020.

We use emissions factors and averages for Australia per annum as per www.carbonneutral.com.au calculator.





VEHICLES

Description: 1 x Honda Civic
 Fuel: Petrol RON 1 91-98
 Distance travelled: 1289.6 km
 Fuel efficiency: 6.5L/100km
 Consumption: 83.82L
 Emissions included: CO2 emissions
 CH4 emissions
 N2O emissions
 Include Scope 3 emissions

Assumptions: Litres = litres used per period of measure (for example – single journey, monthly, annually)
 It's usual to include the four emission types listed when calculating vehicle emissions.

Vehicles CO2 emissions 0.2 tonnes



ELECTRICITY

Description: 2 x rechargeable batteries only for clock
 Grid Energy provider AGL

Assumptions: The rechargeable batteries are recharged outside the scope as defined of the massage business, back at the home of the owner of the business. The owner of this sole trader business has offset her energy provider AGL with the purchase of Green energy power. With this in mind, zero electricity has been used.

Electricity CO2 emissions 0 tonnes



WATER

Location: SE Queensland
Consumption: 18KL

CO2 emissions: 0.02 tonnes

Assumptions: Based on average annual volume (KL) of residential water supply per property in each state.

NB* This assumption was made after various attempts to manually calculate water used by therapists at the Council public toilets and showers during operating hours. Measuring this was difficult and so it was agreed to take a normal residential usage for an average household which is only running 50% of the days of the year. This was an over-estimation but important to the client to include.



WASTE

Description: Mixed non- recyclable
Waste Type: Co-mingled mixed municipal solid waste
Volume: 12.48 m3
Weight: 1310.4 kg or 0.1 (tonnes)

CO2 emissions: 0.16 tonnes

Description: Cardboard
Waste Type: Paper
Weight: 0.08 (tonnes)

CO2 emissions: 0.26 tonnes

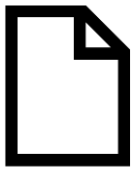


Assumptions:

Based on weekly collections

Inert waste has zero emissions as it does not break down and produce methane.

Waste type Paper is 90% paper (80% cardboard, 10% paper) and 10% soft plastics which is taken for direct recycling through the Redcycle programme via Coles and Woolworths. We have assumed the same CO2 emissions as paper for soft plastics in this calculation due to low percentage type.



PAPER

Description:	Source : Domestic
Paper type:	Recycled Paper
Weight	25kg

CO2 emissions: 0.06 tonnes

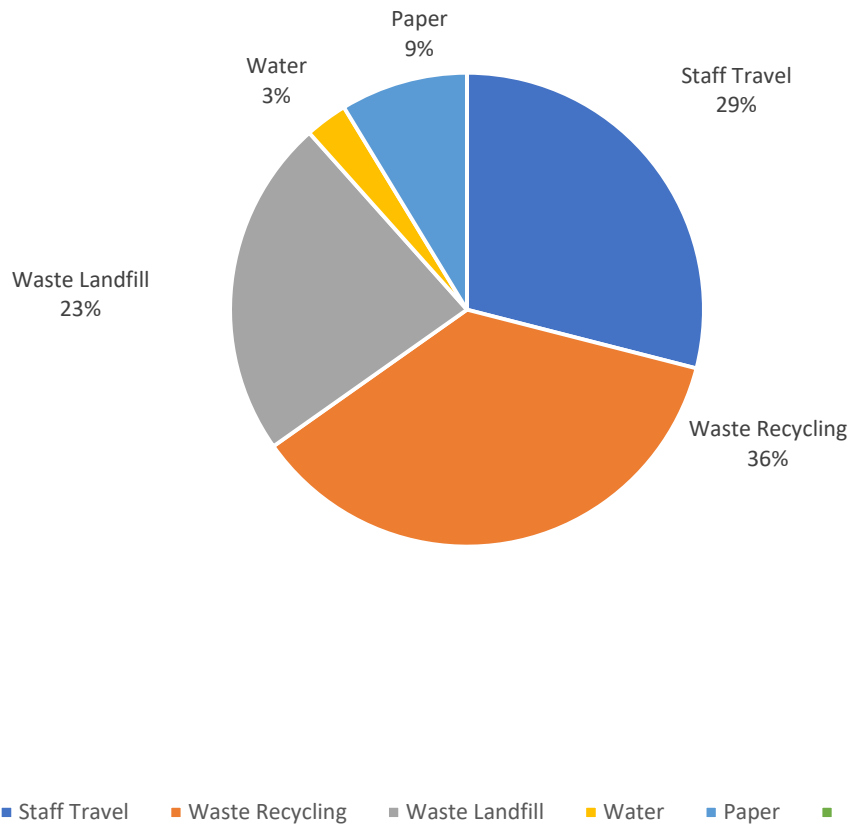
Assumptions:

A ream of 80gsm A4 paper weights 2.5kgs





Carbon Emissions per category %



TOTAL CO2 emissions in 2020 : **0.7 tonnes CO2**
TOTAL OFFSET : **0.7 tonnes CO2**
TOTAL CO2 : **ZERO NET EMISSIONS**



Creating a more Sustainable Future, one small business at a time.

The increasing pressure for companies to respond to climate change makes it essential to know the impact your business is having.

Setting emissions reduction targets allows you to:

- improve efficiency and reduce costs
- meet compliance requirements
- participate in carbon neutral supply chains
- decarbonise your business.

Amanda's Beach Massage business will be the FIRST business of her type in her local shire to become Carbon Neutral. Climate neutrality means you have reduced your climate impact to net zero. This great step in this highly competitive tourism and hospitality services area will see her business as leading the way and we hope to use her experience as a role model in practice, intention and experience to help others follow throughout the region.

Be a Climate Leader in your Industry by decarbonising your activities.





OPPORTUNITIES to reduce emissions in 2021.

VEHICLES

Amanda's vehicle use is low, however opportunities to reduce would eventuate in the form of electric vehicles, e-bike or public transport.

Whilst the sole trader structure of this business defines only her transport, it is envisaged for the sake of global sustainability that she would encourage her staff also to measure their carbon footprint in their transport for work as contractors and likewise seek to offset.

ELECTRICITY

Whilst the use of green energy through AGL is commended and shows zero carbon once offset, improvement could be made by generating her own power via solar panels at the beach for her battery re-charge.

WATER

In order to calculate more precisely water usage (which may be overcompensated here using residential property averages), it is recommended to attach a manual water meter to the taps used for one day – and average the use for each type of water usage and recalculate in 2021.

WASTE & PAPER

Amanda has already planned to replace paper reservation formats with digital which will significantly reduce paper usage. Amanda will also contact her suppliers to ask that no plastics be used in packaging and choose suppliers that encourage no packaging approaches where possible.

TARGETS FOR 2021 – to reduce, measure & offset annually.



15% REDUCTION TARGET IN CO2 EMISSIONS = 0.59 TONNES CO2.



INCREASE SCOPE TO INCLUDE STAFF TRANSPORT AND THEIR OFFSETS.



CARBON OFFSET CHOICE PROGRAMME PARTNER



This ongoing project in a global biodiversity hotspot is restoring habitats for future generations.

Biodiverse Reforestation Carbon Offsets – Australia

\$19.80 (AUD) PER TONNE

- Type: Biodiverse Reforestation
- Location: Southwest Australia
- Standard: Independently verified
- Estimated reductions: 967,695 tonnes CO₂-e over 50 years

Carbon offset payment \$19.80 x 0.7 t CO₂ = \$19.80 (rounded to 1t)



REFERENCES, BIBLIOGRAPHY & COMPLIANCE

www. Carbonnetural.com.au Calculator

This was the foremost calculator used in this report. They conduct these organisational carbon footprints consistent with the Greenhouse Gas Protocol Standard and Climate Active program.

Carbon standards

The **voluntary and compliance carbon offset markets** have a range of validation and verification standards across the globe.

The Australian Government's initiative [Climate Active](#) (formerly NCOS) provides guidance on what is a genuine voluntary offset and sets minimum requirements for calculating, auditing and offsets.

Other well-known International Accreditation Standards of the voluntary market include: [Verified Carbon Standard](#) (VCS), [The Gold Standard](#) (GS), [Social Carbon](#), [Australian Carbon Credit Unit](#) (ACCU) and [Reducing Emissions from Deforestation and Forest Degradation](#) (REDD).

Voluntary Markets

Beach Massage seeks carbon neutrality in the voluntary market which allows organisations to access carbon offsets that have been issued under various voluntary standards, enabling them to reduce their overall carbon footprints, whether for business (marketing), moral or philanthropic reasons or in anticipation of regulations being introduced.

What certification standards does Carbon Neutral use?

Carbon Neutral is licensed to generate and trade in Australian Carbon Credit Units (ACCUs) that are issued under the Australian government's regulatory framework. We also trade in Certified Emission Reduction (CER) units issued under the Clean Development Mechanism (CDM). These carbon offsets can be used in both the compliance and voluntary markets. Our reforestation project is certified under the [Gold Standard Foundation](#) Land Use and Forestry certification methodology (we are the only carbon project developer in Australia to have achieved this accreditation). The carbon offset credits that are generated are only issued after rigorous independent audits; the resulting Gold Standard Verified Emission Reductions (VERs) can be traded on the international market vis Gold Standard's independent register.

Carbon Neutral sources other certified offsets for clients such as Verra VCS and United Nations' CDM CERs. Carbon Neutral is also licensed to sell ACCUs.

Beach Massage has chosen to offset its carbon emissions with the purchase of [Biodiverse Reforestation Carbon Offsets](#) (BRCOs) from Carbon Neutral's reforestation projects. These are generated in accordance with Carbon Neutral's own internal methodology but are not accredited by a recognised accrediting body. They are, however, assessed and verified by independent third-party auditors.



This is to certify that

beach massage

has permanently surrendered

1 tonnes of CO₂e emissions

by investing in carbon offsets.

Thank you for choosing to make a difference to our planet
and future generations by combating climate change.



Encouraging positive social, environmental
and economic change with solutions that help
overcome the effects of the climate crisis.

Carbon Neutral Pty Ltd is regulated by the Australian
Securities and Investments Commission and holds
Australian Financial Services Licence Number 451004

Ray Wilson | Chief Executive Officer

Issue Date: 22 March 2021

Carbon Neutral Pty Ltd will retire the above emission allowances from the pool of offsetting credits at the
corresponding registry on behalf of the recipient of this certificate.