



iD2 Communications Inc  
2011 Greenhouse Gas Summary  
February 17, 2012

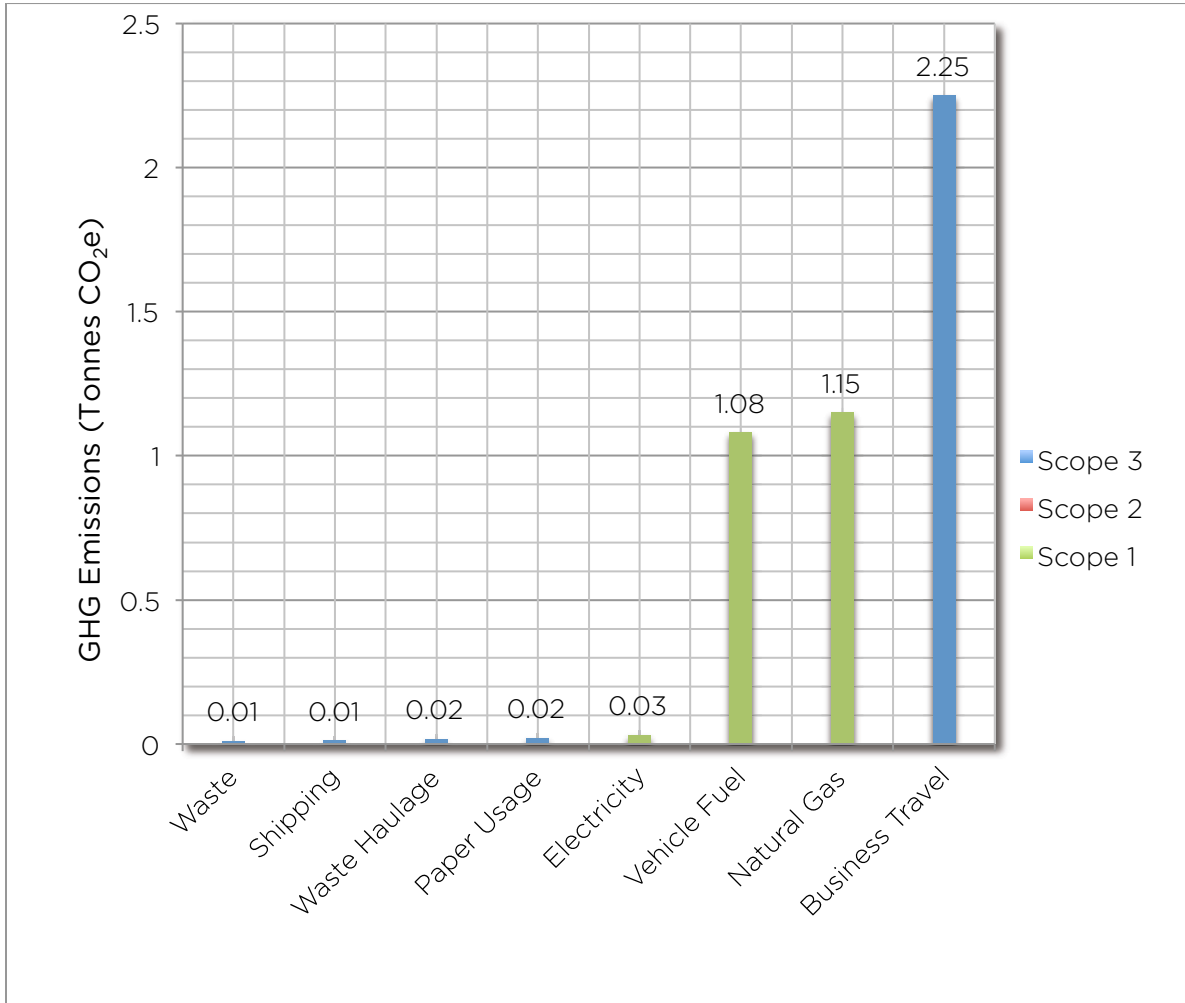
Inventory & Report Prepared By:

ecocentric  
● ● ● CARBON MANAGEMENT

## 1. Executive Summary Table

Type of Inventory	
Corporate GHG Inventory	
General Information	
Parameter	Description
Company Name	iD2 Communications Inc.
Contact Information	Valerie Elliott (elliott@iD2.ca)
Company Description	Design and Public Relations
Protocol Used	<i>The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, Revised Edition</i> (The GHG Protocol) published by the World Resources Institute and the World Business Council for Sustainable Development. <a href="http://www.ghgprotocol.org">www.ghgprotocol.org</a>
Year of Inventory	January 1, 2011- December 31, 2011
Inventory Boundary	Scope 1- Natural gas, vehicle fuel
	Scope 2- Purchased electricity
	Scope 3- Business travel, product shipping, paper usage, waste haulage, landfill waste
Measurement	Carbon dioxide equivalent - CO <sub>2</sub> e
	The total GHGs have been converted into the carbon dioxide equivalent (CO <sub>2</sub> e). CO <sub>2</sub> e is a combination of relevant greenhouse gases converted into an equivalent number of tonnes of carbon dioxide.
Inventory Results	
Parameter	Value (Tonnes of CO <sub>2</sub> e)
Scope 1	2.2
Scope 2	0.03
Scope 3	2.3
<b>Total GHGs</b>	<b>4.6</b>
Quality Assessment	
Assurance Type	External carbon inventory conducted by R. Hungerford and W. Wright of Ecocentric Carbon Management.
Qualifications	Certified Greenhouse Gas Inventory Quantifiers (GHG- IQ) through the Canadian Standards Association

Figure 1: Greenhouse Gas Emissions by Source (tonnes CO<sub>2</sub>e)



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## 2. Summary of Emissions

iD2 is a communications firm based out of Victoria, BC. During the 2011 calendar year the company emitted 4.6 tonnes of carbon dioxide equivalent (CO<sub>2</sub>e).

The iD2 inventory has been measured in tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e). CO<sub>2</sub>e is a measure of all relevant greenhouse gases (GHGs) converted to an equivalent number of tonnes of carbon dioxide (CO<sub>2</sub>). Global warming potentials for greenhouse gases are sourced from the Intergovernmental Panel on Climate Change Second Assessment Report (IPCC SAR) and are listed in Table 1 below:

**Table 1: Global Warming Potentials**

Gas	Symbol	Global Warming Potential (GWP)
Carbon Dioxide	CO <sub>2</sub>	1
Methane	CH <sub>4</sub>	21
Nitrous Oxide	N <sub>2</sub> O	310

iD2 has emissions associated with; the consumption of natural gas and electricity it uses at the office in Victoria; fuel consumption in the company vehicle; business travel; paper usage at the office; print material for clients and shipping work to clients; waste and waste pick-up.

iD2 emitted 2.2 tonnes of scope 1 emissions. Scope 1 emissions are emissions generated by fuel burned in buildings, vehicles or machines owned and operated by the company. iD2's scope 1 emissions came from burning natural gas at its office for space heating and burning gasoline in its vehicle.

iD2 emitted 0.03 tonnes CO<sub>2</sub>e of scope 2 emissions. Scope 2 emissions are emissions from the consumption of purchased electricity. iD2 used electricity at its office location for lighting and office equipment.

iD2 emitted 2.3 tonnes CO<sub>2</sub>e of scope 3 emissions. Scope 3 emissions are emissions from outsourced activities that are relevant to a company's business. The largest source of scope 3 emissions was business travel, which amounted to 2.3 tCO<sub>2</sub>e. Paper usage, shipping, waste haulage and waste decomposition amounted to less than 0.1 tCO<sub>2</sub>e total.

## 3. Accounting and Protocol Procedures

This report follows the accounting and reporting guidelines of *The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, Revised Edition* published by the World Resources Institute and the World Business Council for Sustainable Development (the “GHG Protocol”). A copy of these documents can be downloaded from the GHG Protocol website, [www.ghgprotocol.org](http://www.ghgprotocol.org).

### 3.1 Boundary

#### 3.1.1 Reporting Period

This Greenhouse Gas Report has been conducted on behalf of iD2. The report presents information collected from a detailed account of iD2’s GHG emissions in the year beginning January 1, 2011 and ending December 31, 2011.

#### 3.1.2 Organizational Boundary

For this inventory, iD2 has chosen to conduct a Greenhouse Gas Report using the operational control approach. This means that all processes in which iD2 maintains operational control are included in the inventory. Under the GHG Protocol, this is referred to as the operational control approach.

#### 3.1.3 Operational Boundary

The operational boundary identifies and categorizes emission sources based on the organizational boundary. The following sources have been included in this report:

**Scope 1:** These are direct emissions from sources controlled by iD2.

iD2 has scope 1 emissions (stationary) from natural gas used for office heat.

iD2 has scope 1 emissions (mobile) from gasoline used in the vehicle operated by iD2.

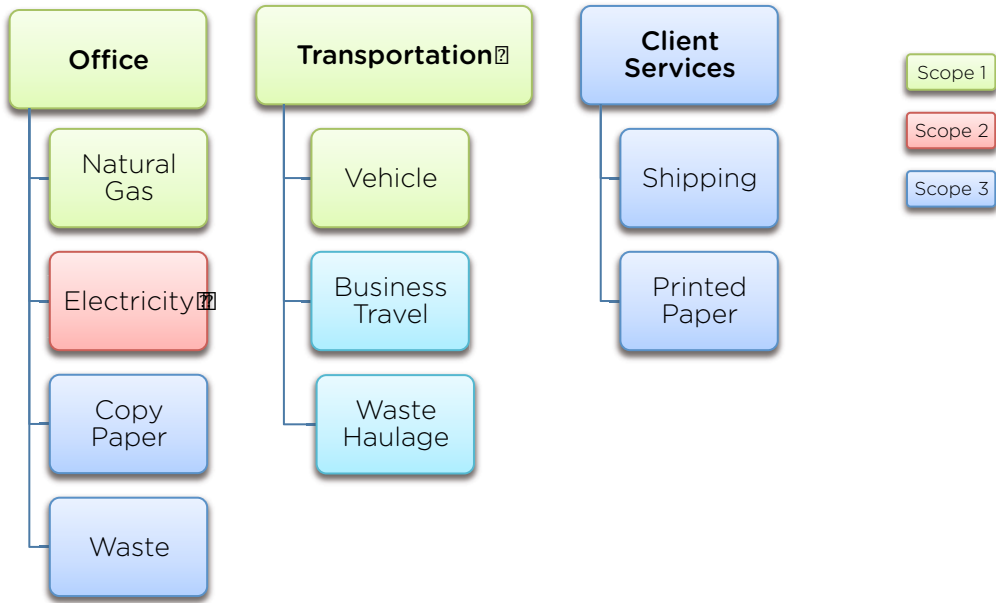
**Scope 2:** These are indirect emissions from iD2’s use of purchased electricity.

iD2 has scope 2 emissions from the use of electricity at its office location.

**Scope 3:** These are all other indirect emissions.

iD2 has scope 3 emissions from business travel, delivering products to clients in Victoria, copy paper usage in its office location, printed paper for clients, waste haulage and landfill waste.

Figure 2: GHG Boundary



## 4. Emissions By Scope

### 4.1 Scope 1

iD2 emitted 1.9 tonnes CO<sub>2</sub>e of scope 1 emissions. These came from the consumption of natural gas at its office location and consumption of gasoline in its vehicle. Vehicle kilometers were recorded from the car odometer. Natural gas usage was recorded from utility bills and adjusted based on the square footage used by iD2 at 821 Craigflower.

**Table 2: Scope 1 Emissions by Source**

	Emissions (tCO <sub>2</sub> e)	Percentage of Total GHGs
Scope 1- Direct fuel consumption		
821 Craigflower Road, Victoria BC	1.1	25%
Vehicle	1.1	24%
<b>Scope 1 total</b>	<b>2.3</b>	<b>49%</b>

*Please note: numbers may not add due to rounding errors*

**Table 3: Fuel Usage**

	Source	Activity Data	Emissions Factor	Emissions (tCO <sub>2</sub> e)
821 Craigflower Road, Victoria BC	Natural Gas	22.8 GJ	50.3 (kg CO <sub>2</sub> e/ GJ)	1.15
Vehicle	Gasoline	5,094 km	0.2119 (kg CO <sub>2</sub> e/ km)	1.08
<b>Total</b>				<b>2.3</b>

*Please note: numbers may not add due to rounding errors*

*Please see Appendix A for emission factor references*



## 4.2 Scope 2

iD2 emitted 0.03 tonnes CO<sub>2</sub>e of scope 2 emissions. This came from the consumption of electricity at the Craigflower Road location. Electricity usage was recorded from utility bills and adjusted based on the square footage used by iD2 at 821 Craigflower.

**Table 4: Scope 2 Emissions by Source**

	Emissions (tCO <sub>2</sub> e)	Percentage of Total Footprint
Scope 2 - Purchased steam and electricity		
Electricity	0.03	1%
<b>Scope 2 total</b>	<b>0.03</b>	<b>1%</b>

*Please note: numbers may not add due to rounding errors*

**Table 5: Electricity Usage**

	Source	Activity Data (kWh)	Emissions Factor (gCO <sub>2</sub> e/ kWh)	Emissions (tCO <sub>2</sub> e)
821 Craigflower Road, Victoria BC	Electricity	1,260	25	0.03
<b>Total</b>		<b>1,205</b>		<b>0.03</b>

*Please note: numbers may not add due to rounding errors  
Please see Appendix A for emission factor references*

### 4.3 Scope 3

iD2 emitted 2.3 tCO<sub>2</sub>e of Scope 3 emissions. Business travel, paper usage in the office, printed material, shipping printed material, landfill waste and waste haulage all contributed to scope 3 emissions. Activity data for scope 3 was compiled by iD2. Further detail is provided in the tables below.

**Table 6: Scope 3 Emissions by Source**

Source	Emissions (tCO <sub>2</sub> e)	Percentage of Total Footprint
Scope 3 – Indirect and outsourced emissions		
Shipping	0.01	0.2%
Waste	0.01	0.2%
Waste Haulage	0.02	0.3%
Paper Usage	0.02	0.5%
Business Travel	2.3	49.4%
<b>Total</b>	<b>0.12</b>	<b>50%</b>

*Please note: numbers may not add due to rounding errors*

**Table 7: Business Air Travel**

	Source	Activity Data (km)	Emissions Factor (kg CO <sub>2</sub> e/ km)	Emissions (tCO <sub>2</sub> e)
Short Haul Air Travel	Jet Fuel	126	0.1889	0.02
Medium Haul Air travel	Jet Fuel	11,532	0.1934	2.2
<b>Total</b>				<b>2.3</b>

*Please note: numbers may not add due to rounding errors*

*Please see Appendix A for emission factor references*

**Table 8: Paper Usage**

Client	Source	Activity Data (lbs)	Emissions Factor (kg CO <sub>2</sub> e / lb)	Emissions (tCO <sub>2</sub> e)
iD2	100% PCW Paper	13	0.7761	0.01
iD2 Clients	100% PCW Paper	24	0.7761	0.01
<b>Total</b>		<b>37</b>		<b>0.02</b>

*Please note: numbers may not add due to rounding errors*

*Please see Appendix A for emission factor references*

Table 9: Waste Haulage

	Source	Activity Data (kms)	Emissions Factor (kg CO <sub>2</sub> e / km)	Emissions (tCO <sub>2</sub> e)
iD2	Diesel	117	0.8710	0.02
<b>Total</b>		<b>117</b>		<b>0.02</b>

*Please note: numbers may not add due to rounding errors  
Please see Appendix A for emission factor references*

Table 10: Waste

	Source	Activity Data (kgs)	Emissions Factor (kg CO <sub>2</sub> e / km)	Emissions (tCO <sub>2</sub> e)
iD2	Waste Decomposition	6.5	1.338	0.009
<b>Total</b>		<b>6.5</b>		<b>0.009</b>

*Please note: numbers may not add due to rounding errors  
Please see Appendix A for emission factor references*

## Appendix A: Emission Factors

Table 11: Emissions Factors Reference Table

Emission Factor Reference Table					
EMISSION FACTOR	UNITS	CO <sub>2</sub> e	CO <sub>2</sub>	CH <sub>4</sub>	N <sub>2</sub> O
Electricity: (BC incl. Imports) <sup>1</sup>	kg CO <sub>2</sub> e / kWh	0.025			
Source Environment Canada National Inventory Report 1990 - 2009 Table A13 - 11					
Natural Gas	kg CO <sub>2</sub> e / GJ	50.3014266	49.99802	0.000965515	0.000913325
Source 1990-2009 National Inventory Report (April 2010), Greenhouse Gases and Sinks in Canada <a href="http://www.ec.gc.ca/Publications/default.asp?lang=En&amp;xml=492D914C-2EAB-47AB-A045-C62B2CDACC29">http://www.ec.gc.ca/Publications/default.asp?lang=En&amp;xml=492D914C-2EAB-47AB-A045-C62B2CDACC29</a>					
Gasoline - Light Duty Truck, Tier 1	kg CO <sub>2</sub> e / L	2.36923	2.289	0.00013	0.00025
Source 1990-2009 National Inventory Report (April 2010), Greenhouse Gases and Sinks in Canada <a href="http://www.ec.gc.ca/Publications/default.asp?lang=En&amp;xml=492D914C-2EAB-47AB-A045-C62B2CDACC29">http://www.ec.gc.ca/Publications/default.asp?lang=En&amp;xml=492D914C-2EAB-47AB-A045-C62B2CDACC29</a>					
Passenger Bus (North America)	kg CO <sub>2</sub> e / passenger km	0.06659086	0.06648672	3.72823E-07	3.10686E-07
Source EPA Climate Leaders Technical Resources page <a href="http://www.epa.gov/climateleaders/resources/index.html">http://www.epa.gov/climateleaders/resources/index.html</a>					
Avg Passenger Vehicle Gas	kg CO <sub>2</sub> e / km	0.21185	0.21071	0.00018	0.00096
Small Gas Auto	kg CO <sub>2</sub> e / km	0.17411	0.17297	0.00018	0.00096
Large Gas Auto	kg CO <sub>2</sub> e / km	0.30051	0.29937	0.00018	0.00096
Ferry Travel - Car Passengers	kg CO <sub>2</sub> e / Vehicle km	0.13322	0.13216	0.00004	0.00102
Air Short Haul - AVG/default*	kgCO <sub>2</sub> e/passenger km	0.1888861	0.17147	0.00013	0.00169
Air Medium Haul - AVG/default*	kgCO <sub>2</sub> e/passenger km	0.19336927	0.09245	0.00001	0.00091
Air Long Haul - AVG/default*	kgCO <sub>2</sub> e/passenger km	0.17280424	0.08263	0	0.00081
Source 2009 Guidelines to Defra / DECC's GHG Conversion Factors for Company Reporting <a href="http://www.defra.gov.uk/environment/business/reporting/pdf/20090717-guidelines-ghg-conversion-factors.pdf">http://www.defra.gov.uk/environment/business/reporting/pdf/20090717-guidelines-ghg-conversion-factors.pdf</a>					
Shipping- Small Container Vessel	kg CO <sub>2</sub> e/ tonne km	0.01512	0.015	0.00001	0.00012
Shipping- Trucking (North America)	kg CO <sub>2</sub> e/ tonne km	0.2970			
Diesel Heavy Truck	kg CO <sub>2</sub> e /kg	0.871	0	0	0
Source The Climate Registry <a href="http://www.theclimateregistry.org/downloads/GRP.pdf">http://www.theclimateregistry.org/downloads/GRP.pdf</a>					
Landfill Waste (No CH <sub>4</sub> Recovery)	kg CO <sub>2</sub> e /kg	1.33791	0	0.06371	0
Source 1990-2009 National Inventory Report (April 2010), Greenhouse Gases and Sinks in Canada <a href="http://www.ec.gc.ca/Publications/default.asp?lang=En&amp;xml=492D914C-2EAB-47AB-A045-C62B2CDACC29">http://www.ec.gc.ca/Publications/default.asp?lang=En&amp;xml=492D914C-2EAB-47AB-A045-C62B2CDACC29</a>					
Paper (100% Recycled)	kgCO <sub>2</sub> e /lb paper	0.7761419			
Source Environmental Defense Fund: Paper calculator version 2.0 <a href="http://www.papercalculator.org">www.papercalculator.org</a>					



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