



# Environmental Defenders Office

Our Ref: KR:AK:S5603 S5604

27 October 2023

Ads Standards  
PO Box 5110  
BRADDON ACT 2612

Complaint lodged via website at: [www.adstandards.com.au](http://www.adstandards.com.au)

## Complaint about Adani website advertising

1. We act for the Australian Religious Response to Climate Change (**ARRCC**). ARRCC is a network of people of all faiths taking action for climate justice.
2. Our client requests that you investigate whether certain statements made in advertisements by Adani Australia Pty Ltd trading as Bravus Australia (**Bravus**), part of the Adani Group, are in breach of the Environmental Claims Code adopted by AANA as part of advertising and marketing self-regulation (the **Code**). The statements of concern are reproduced at **Annexure A**.

## Claims by Bravus

3. On Bravus' website (<https://www.bravus.com.au>), which meets the definition of an advertisement, the following statements are made (reproduced at **Annexure A**):
  - (a) "Bravus is at the forefront of a global energy transition. Our Australian businesses produce and deliver energy solutions for a sustainable future, both here and around the world."
  - (b) "We are progressing the transition to a lower-carbon future."
  - (c) "We walk the talk on the energy transition."
  - (d) "We believe in uplifting future generations at the same time as we meet the challenge of climate change – and we are doing it now."
  - (e) "We are part of the global Adani Group. Together, our operations are progressing the global transition to a lower emissions future – and fast."
  - (f) "The Adani Group is the world's largest multinational solar energy company."
  - (g) "We're part of the world's largest multinational solar energy company, the Adani Group."

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- (h) “We operate responsibly, with a demonstrated adherence to best practice safety, environmental and governance processes.”
- (i) “Adani Ports and Special Economic Zone Limited, and Adani Transmission Ltd have committed to net zero carbon targets in line with the world’s leading decarbonisation framework, the Science-Based Targets initiative.”

(together, the **Statements**).

- 4. Our client considers that the Statements, alone or in combination, represent, expressly or by implication, that:
  - (a) all or the majority of Bravus’ and / or the Adani Group’s operations contribute to addressing climate change and support the clean energy and net zero transition (**Transition Claim**);
  - (b) the Adani Group is exclusively or predominantly involved in the production of solar energy (**Solar Energy Company Claim**);
  - (c) Bravus operates, and has operated, sustainably in adherence to environmental best practice and environmental protection requirements (**Best Environmental Practice Claim**); and
  - (d) Adani Ports and Special Economic Zone Limited, and Adani Transmission Ltd have targets in line with the Science-based Targets Initiative (**SBTi**) (**SBTi Targets Claim**),

(together, the **Claims**).

- 5. Our client considers that the Claims may breach the Code, including sections 1(a), 1(b), 2(a) and / or 2(b), for the following reasons.

### **Why Bravus’ Claims may breach the Code**

#### *Meaning of Environmental Claim*

- 6. The Code defines ‘Environmental Claim’ to mean:

any express or implied representation that an aspect of a product or service as a whole, or a component or packaging of, or a quality relating to, a product or service, interacts with or influences (or has the capacity to interact with or influence) the Environment.

- 7. The Claims are Environmental Claims to which the Code applies because they represent that Bravus’ and / or the Adani Group’s operations beneficially influence or have the capacity to beneficially influence the Environment (as defined in the Code) including the protection of the environment through tackling climate change and contributing to the clean energy transition.

#### *Relevant provisions of the Code*

- 8. Our client considers the Claims may breach the following provisions of the Code:
  - (a) s 1(a), which provides that Environmental Claims shall not be misleading or deceptive or be likely to mislead or deceive;

- (b) s 1(b), which provides that Environmental Claims shall display any disclaimers or important limitations and qualifications prominently, in clear, plain and specific language;
- (c) s 2(a), which provides that Environmental Claims must be relevant, specific and clearly explain the significance of the claim; and / or
- (d) s 2(b), which provides that Environmental Claims must not overstate the claim expressly or by implication.

### **Transition Claim**

9. The Transition Claim may breach the Code in representing that all or the majority of Bravus' and / or the Adani Group's operations contribute to addressing climate change and support the clean energy and net zero transition when, in fact, a significant portion of Bravus' and / or the Adani Group's operations relate to mining and processing of coal and other fossil fuels, which is inconsistent with the current scientific consensus on what is required to address climate change in line with the Paris Agreement. The Code Practice Note specifically states, in relation to section 2(b) of the Code, that "consideration should be given to whether there is sufficient disclosure of any negative impacts".<sup>1</sup>
10. Bravus' business activities in Australia include developing the Carmichael thermal coal mine and operating a coal port at Abbot Point (the North Queensland Export Terminal). Coal is one of the most carbon intensive fossil fuels and a key contributor to climate change.
11. The Carmichael thermal coal mine currently has approval to produce up to 60mtpa and a reserve of 880 Mt.<sup>2</sup> While Bravus' website states that the Carmichael coal mine produces only 10mtpa of coal,<sup>3</sup> the company has indicated that it intends to increase production significantly. For example, Adani Enterprises Director Vinay Prakash said of production at Carmichael in a Q42022 Earnings Conference Call "[w]e can definitely go beyond 15 and may touch 25 million tonnes to 30 million in the next 2-3 years' times".<sup>4</sup> Further, Bravus' work establishing infrastructure for the Carmichael mine may enable several additional new thermal coal mines of a similar size in the same region.<sup>5</sup>
12. Bravus is part of the Adani Group. According to the Global Energy Monitor, the Adani Group has the highest potential tonnage of coal to be mined across its proposed coal mining projects than any other private coal producer globally.<sup>6</sup> Since 2020, the Adani Group has purchased the rights

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<sup>1</sup> AANA, 'Environmental Claims Code – Practice Note' (May 2018)

<<https://aana.com.au/content/uploads/2018/03/180316-Environmental-Claims-Code-Practice-Note.pdf>> page 2.

<sup>2</sup> Bravus, 'The Carmichael Mine' (accessed 18 October 2023) <<https://www.bravusmining.com.au/the-carmichael-mine-factsheet/>>.

<sup>3</sup> Ibid.

<sup>4</sup> Adani Enterprises Ltd, 'Adani Enterprises Limited Q4 FY2022 Earnings Conference Call' (4 May 2022) <<https://www.adanienterprises.com/-/media/Project/Enterprises/Investors/Investor-Downloads/Results-Conference-Call-Transcripts/Q4-22-Centrum-Adani-04May-2022.pdf>> page 10.

<sup>5</sup> ABC News, 'Adani could be 'ice-breaker' for six more proposed Galilee Basin mines, resources body says' (12 June 2019) <<https://www.abc.net.au/news/2019-06-12/adani-approval-could-be-galilee-basin-ice-breaker/11194510>>.

<sup>6</sup> Global Energy Monitor, 'Global Coal Mine Tracker: Production by Company (Top 20 Companies, Proposed Mines)' (April 2023) <<https://globalenergymonitor.org/projects/global-coal-mine-tracker/>>.

to own or operate at least twelve significant new coal mines across India.<sup>7</sup> Adani Enterprises Limited (part of the Adani Group) alone aims to have at least 11 operating mines in India alone by FY2024-25, with more than 20 coal blocks (which in India are areas containing coal that may be identified and allocated by the Government, including by auction, rendering the allocatee eligible for a prospecting licence or mining lease).<sup>8</sup>

13. Research by Market Forces found that the sum of known extractable reserves of thermal coal that Adani is now developing as a MDO (miner, developer, operator) and as a commercial miner totals 6 billion tonnes, excluding the Khargaon, Jhigador and Gondbahera Ujheni East coal blocks for which extractable reserve estimates were unavailable, with another 750 million tonnes of coal resources (inferred) in place.<sup>9</sup> Market Forces estimates that, if all the coal from these mines is extracted and burned, these projects would yield 10130 mt of CO<sub>2</sub> emissions over the course of their lifetimes, which equates to around 28% of global energy-related carbon emissions in 2021.<sup>10</sup>
14. In addition to the Adani Group's extensive coal assets, it is also pursuing several new and expanded oil and gas projects.<sup>11</sup>
15. It is well established that the development of new fossil fuel supply will hinder tackling climate change and the net zero energy transition.<sup>12</sup> As a recent Climate Council report noted, it is not possible to tackle climate change unless fossil fuels are rapidly phased out.<sup>13</sup>
16. Despite this, the Adani Group continues to pursue its current coal production as well as substantial new and expanded projects, contrary to scientific consensus of what is required to address climate change and transition to net zero. For example, the IEA's Net Zero Emissions by 2050 Scenario envisions that all unabated coal generation ends by 2040.<sup>14</sup> A recent IPCC synthesis report observed that pathways consistent with 1.5°C and 2°C CO<sub>2</sub> budgets imply rapid, deep, and in most cases immediate GHG emission reductions in all sectors.<sup>15</sup> The report stated that about 80% of coal, 50% of gas, and 30% of oil reserves cannot be burned and emitted if warming is limited to 2°C, and significantly more reserves are expected to remain unburned if warming is limited to 1.5°C.<sup>16</sup>

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<sup>7</sup> Market Forces, 'Adani's Massive Fossil Fuel Expansion Plans' (accessed 18 October 2023) <<https://www.marketforces.org.au/campaigns/stop-adani/adani-fossil-fuel-expansion-plans/>>.

<sup>8</sup> Adani Enterprises Limited, Annual Report 2022-23 (2023) <<https://www.adanienterprises.com/-/media/Project/Enterprises/Investors/Investor-Downloads/Annual-Report/AEL-2023.pdf>>.

<sup>9</sup> Ibid.

<sup>10</sup> Ibid, citing International Energy Agency, 'Global CO<sub>2</sub> emissions rebounded to their highest level in history in 2021' (Press Release, 8 March 2022) <<https://www.iea.org/news/global-co2-emissions-rebounded-to-their-highest-level-in-history-in-2021>>.

<sup>11</sup> Ibid.

<sup>12</sup> See, for example, IEA, 'Net Zero by 2050' (May 2021) <<https://www.iea.org/reports/net-zero-by-2050>>; United Nations' High-Level Expert Group on the Net Zero Commitments of Non-State Entities, 'Integrity Matters: Net Zero Commitments by Businesses, Financial Institutions, Cities and Regions' (8 November 2022) <[https://www.un.org/sites/un2.un.org/files/high-level\\_expert\\_group\\_n7b.pdf](https://www.un.org/sites/un2.un.org/files/high-level_expert_group_n7b.pdf)>.

<sup>13</sup> Climate Council, 'Passing Gas: Why Renewables are the Future' (2020) <<https://www.climatecouncil.org.au/resources/passing-gas-renewables-are-future/>> page 11.

<sup>14</sup> IEA, 'Net Zero by 2050' (May 2021) <<https://www.iea.org/reports/net-zero-by-2050>>

<sup>15</sup> IPCC, Synthesis Report of the IPCC Sixth Assessment Report (AR6): Longer Report (2023) <[https://report.ipcc.ch/ar6syr/pdf/IPCC\\_AR6\\_SYR\\_LongerReport.pdf](https://report.ipcc.ch/ar6syr/pdf/IPCC_AR6_SYR_LongerReport.pdf)> page 46.

<sup>16</sup> Ibid, page 24.

17. While the Adani Group does have some renewable energy projects, as outlined below, the existence of such projects does not counteract the severe impact of the Adani Group's current and proposed fossil fuel projects on climate change and the energy transition.
18. Moreover, the Adani Group's financial investment in fossil fuel projects vastly outweighs its investment in renewable energy projects. In Australia, for example, Bravus reportedly invested around \$110 million in the Rugby Run solar farm,<sup>17</sup> in comparison to approximately \$2.5 billion of self-financed investment in the Carmichael coal mine (a previous larger scale development was estimated to cost \$16.5 billion however, as Bravus was unable to secure finance, it pursued a smaller scale initial project).<sup>18</sup> Bravus reportedly sold \$32.5 million worth of coal within its first three months of shipments from Carmichael coal mine in January to March 2022.<sup>19</sup>
19. For these reasons, the Transition Claim potentially contravenes the Code, including:
  - (a) s 1(a): it is misleading or deceptive or likely to mislead or deceive;
  - (b) s 1(b): Bravus does not display sufficiently prominently disclaimers and important limitations on its claims, including that the claims only apply to certain of its projects and its substantial fossil fuels projects have and will continue to have severely detrimental impacts;
  - (c) s 2(a): Bravus' claims only disclose partial information, creating the overall impression that overall Bravus' and / or the Adani Group's operations are positive for the environment which is not true; and / or
  - (d) s 2(b): Bravus' claims overstate the environmental benefits of certain of its and / or the Adani Group's projects, without sufficiently disclosing the negative impacts of other projects and the overall impact of the businesses.

### **Solar Energy Company Claim**

20. The Solar Energy Company Claim may breach the Code in representing that the Adani Group is exclusively or predominantly involved in the production of solar energy when, in fact, the Adani Group's operations involve significant fossil fuels projects.
21. The Solar Energy Company Claim emphasises one aspect of the Adani Group's business in a way that is likely to breach the Code. While the Adani Group does have some renewable energy projects, including Bravus' Rugby Run Solar Farm and Adani Green Energy Limited's projects, it

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<sup>17</sup> See, for example, PV Magazine, 'Adani opens 65 MW Queensland solar farm, puts further investment on hold' (1 November 2019) <<https://www.pv-magazine-australia.com/2019/11/01/adani-opens-65-mw-queensland-solar-farm-puts-further-investment-on-hold/>>; Financial Review, 'Adani more cautious on renewables growth after solar hitch' (31 October 2019) <<https://www.afr.com/companies/energy/adani-more-cautious-on-renewables-growth-after-solar-hitch-20191030-p535qo>>

<sup>18</sup> The Australian, 'Adani-owned coal mine hits export milestone but company posts \$368m loss' (30 July 2023) <<https://www.theaustralian.com.au/business/mining-energy/adaniowned-coal-mine-hits-export-milestone-but-company-posts-368m-loss/news-story/14f286115e3fc35d485578b39b9304ed>>; ABC, 'Adani to self fund smaller Carmichael mine' (30 November 2018) <<https://www.abc.net.au/listen/programs/radionational-breakfast/adani-to-self-fund-smaller-carmichael-mine/10569708>>.

<sup>19</sup> The Sydney Morning Herald, 'Adani mine ramps up production amid surging coal, energy prices' (28 August 2022) <<https://www.smh.com.au/business/companies/adani-mine-ramps-up-production-amid-surging-coal-energy-prices-20220825-p5bcs9.html>>.

has extensive coal and other fossil fuel projects. The Adani Group is made up of various companies which are involved in fossil fuels industry including in the ownership and operation of coal mines, development and acquisition of coal-fired power plants, operation of ports for coal and oil tank storage.<sup>20</sup>

22. As stated above, according to the Global Energy Monitor, the Adani Group has the highest capacity of proposed coal mining projects than any other private coal producer globally.<sup>21</sup> Based on data available at April 2023, it estimates the Adani Group to produce 26Mtpa of coal.<sup>22</sup>
23. Based on estimates of gross value of listed shares by Climate Energy Finance, in India the Adani Group has a materially lower investment in its renewable energy projects (including solar) than in its other businesses.<sup>23</sup>
24. According to Market Forces, as of June 2022, Adani Group had 12 GW of new coal-burning electricity generation capacity either under construction, planned or proposed, and if all new projects at that date were built, the Adani Group would have a coal power generation capacity of 26 GW.<sup>24</sup> In 2023, the Adani Group's renewable portfolio was 8 GW capacity,<sup>25</sup> however Bravus estimates that the Adani Group has the potential to develop up to 24.3 GW renewable energy capacity.<sup>26</sup> Even on these estimates, the Adani Group's total potential renewable energy capacity (inclusive of solar as well as other renewable energy sources) is less than its potential capacity from coal power generation. Further, as noted above, the Adani Group's investment in fossil fuel projects vastly outweighs its investment in renewable energy projects.
25. The interrelated nature of the Adani Group's businesses has been the subject of investigation,<sup>27</sup> including findings that the Adani Group has used shares from its renewable energy companies such as Adani Green Energy as collateral for a credit facility for its Carmichael coal mine project in Australia.<sup>28</sup> This illustrates that even the Adani Group's renewable energy investments are being used to support the continued development and expansion of fossil fuel projects.
26. For these reasons, the Solar Energy Company Claim potentially contravenes the Code, including:
  - (a) s 1(a): it is misleading or deceptive or likely to mislead or deceive;

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<sup>20</sup> See further details at Climate Energy Finance, 'The Adani Group is the largest private developer of coal in the world' (14 February 2023) <[https://climateenergyfinance.org/wp-content/uploads/2023/02/ADANI-OP-ED-5-140223-largest-private-developer-of-new-coal-in-the-world\\_14Feb2023.pdf](https://climateenergyfinance.org/wp-content/uploads/2023/02/ADANI-OP-ED-5-140223-largest-private-developer-of-new-coal-in-the-world_14Feb2023.pdf)>.

<sup>21</sup> Global Energy Monitor, 'Global Coal Mine Tracker: Production by Company (Top 20 Companies, Proposed Mines)' (April 2023) <<https://globalenergymonitor.org/projects/global-coal-mine-tracker/>>.

<sup>22</sup> See Global Energy Monitor, 'Global Coal Mine Tracker: Production by Company (Top 20 Companies, Operating Mines)' (April 2023) <<https://globalenergymonitor.org/projects/global-coal-mine-tracker/>>.

<sup>23</sup> Ibid.

<sup>24</sup> Market Forces, 'Adani's Massive Fossil Fuel Expansion Plans' (accessed 18 October 2023) <<https://www.marketforces.org.au/campaigns/stop-adani/adani-fossil-fuel-expansion-plans/>>.

<sup>25</sup> Mercom Clean Energy Insights, 'Adani Green's Operating Renewables Portfolio Crosses 8 GW' (3 March 2023) <<https://www.mercomindia.com/adani-operating-portfolio-crosses-8-gw/>>.

<sup>26</sup> Bravus, 'Rugby Run Solar Farm' <<https://www.bravus.com.au/our-businesses/rugby-run/>> (accessed 18 October 2023).

<sup>27</sup> See Hindenburg Research, 'Adani Group: How The World's 3rd Richest Man Is Pulling The Largest Con In Corporate History' (24 January 2023) <<https://hindenburgresearch.com/adani/>>.

<sup>28</sup> Ibid; Ekō and Market Forces, Letter to UN Race to Zero (21 March 2023) <<https://adanitoxicbonds.org/wp-content/uploads/2023/04/210323 - Letter to UN Race to Zero.pdf>>.

- (b) s 1(b): Bravus does not display sufficiently prominently disclaimers and important limitations on its claims, including that only certain of the Adani Group's companies are involved in solar energy while others are heavily involved in the fossil fuels industry;
- (c) s 2(a): Bravus' claims only disclose partial information, creating the overall impression that all of the Adani Group is exclusively or predominantly involved in solar energy which is not true; and / or
- (d) s 2(b): Bravus' claims overstate the environmental benefits of the Adani Group's solar energy projects, without sufficiently disclosing the negative impacts of its other projects and the overall impact of the businesses.

27. We also note the ACCC's recent draft guidance on environmental and sustainability claims which states in relation to principle 5 (avoid broad and unqualified claims):<sup>29</sup>

Emissions intense businesses, such as those that rely on or sell fossil fuels should be particularly careful not to understate the overall environmental impact of their business when making environmental claims.

Some industries are highly polluting by nature. Businesses in these industries should be extra cautious when making environmental claims. If a business in a highly polluting industry does choose to make an environmental claim, they should take extra care to ensure that their claims are truthful and accurate. This is because the overall environmental detriment of these industries is likely to overshadow any environmental improvements made by a business. Broad or unqualified environmental claims made by businesses in these industries have a higher chance of misleading consumers.

### **Best Environmental Practice Claim**

28. The Best Environmental Practice Claim may breach the Code in representing that Bravus operates, and has operated, sustainably in adherence to environmental best practice and environmental protection requirements when, in fact, there are multiple instances of Bravus breaching its environmental approval conditions.<sup>30</sup>

29. Instances of such breaches by Bravus (formerly trading as Adani) include:

- (a) in 2021, it self-reported a breach of its environmental conditions for the Carmichael coalmine by clearing an area surrounded by potential koala habitat without a promised wildlife safeguard;<sup>31</sup>
- (b) in October 2020, it was issued two infringement notices totalling \$25,920 by the Department of Agriculture, Water and the Environment for failing to comply with environmental approval

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<sup>29</sup> ACCC, 'Environmental and sustainability claims: Draft guidance for business' (July 2023) <[https://www.accc.gov.au/system/files/Environmental%20and%20sustainability%20claims%20-%20draft%20guidance%20for%20business\\_web.pdf](https://www.accc.gov.au/system/files/Environmental%20and%20sustainability%20claims%20-%20draft%20guidance%20for%20business_web.pdf)>.

<sup>30</sup> Some of the broad environmental impacts of the Carmichael coal mine are also summarised at: The Conversation, 'Interactive: Everything you need to know about Adani – from cost, environmental impact and jobs to its possible future' (16 May 2019) <<https://theconversation.com/interactive-everything-you-need-to-know-about-adani-from-cost-environmental-impact-and-jobs-to-its-possible-future-116901>>.

<sup>31</sup> The Guardian, 'Adani admits breaching environmental conditions for Carmichael coalmine' (16 May 2021) <<https://www.theguardian.com/environment/2021/may/16/adani-admits-breaching-environmental-conditions-for-carmichael-coalmine>>.



conditions which required the implementation of an approved Species Management Plan;<sup>32</sup> and

- (c) in November 2019, it was issued a written warning by the Commonwealth Environment Department for unauthorised clearing of vegetation breaching its environmental approvals.<sup>33</sup>

30. We also note that:

- (a) Bravus was recently issued with an Environmental Protection Order over its proposed Carmichael mine expansion, requiring it to do extra groundwater modelling after providing Queensland's Department of Environment and Science with new information indicating that future underground mining may draw down on water from the nearby Doongmabulla Springs, which would be beyond the mine's approved impact;<sup>34</sup> and
- (b) in February 2020, it was convicted of a criminal offence under section 480 of the *Environmental Protection Act 1994* (Qld) and issued with a penalty of \$20,000 plus court costs and investigation costs for providing false or misleading documents to the Queensland Government over its land clearing activities. We note that the Court elected not to record the conviction for reasons including Adani's co-operation with the Department, the fact this was a first offence for the company, and that there was no proven illegal environmental harm from the substantial land-clearing that took place.<sup>35</sup>

31. For these reasons, the Best Environmental Practice Claim potentially contravenes the Code, including:

- (a) s 1(a): it is misleading or deceptive or likely to mislead or deceive; and / or
- (b) s 1(b): Bravus does not display prominently the essential disclaimers and limitations on its claims, that already it has had several material breaches of its environmental approval conditions.

### **SBTi Targets Claim**

32. The SBTi Targets Claim may breach the Code in representing that Adani Ports and Special Economic Zone Limited, and Adani Transmission Ltd have targets in line with the SBTi when, in

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<sup>32</sup> Australian Government Department of Climate Change, Energy, the Environment and Water, 'QLD mining company fined for breaching environmental approval conditions' (1 December 2020) <<https://www.dcceew.gov.au/about/news/media-releases/qld-mining-company-fined-breaching-environmental-approval-conditions>>.

<sup>33</sup> Adani, 'Compliance Report: Carmichael Coal Mine and Rail Project 13 October 2019 to 12 October 2020' [https://s3-ap-southeast-2.amazonaws.com/awsfiles-232340950/bravus/documents/final\\_epbc\\_2010\\_5376\\_ccmr\\_compliance\\_report\\_21dec20\\_redacted.pdf](https://s3-ap-southeast-2.amazonaws.com/awsfiles-232340950/bravus/documents/final_epbc_2010_5376_ccmr_compliance_report_21dec20_redacted.pdf) pages 7-8.

<sup>34</sup> Queensland Government Department of Environment and Science, 'Review of groundwater modelling at Carmichael coal mine' (3 March 2023) <<https://www.des.qld.gov.au/our-department/news-media/mediareleases/review-of-groundwater-modelling-at-carmichael-coal-mine>>.

<sup>35</sup> Environmental Defenders Office, 'Adani Guilty of Criminal Offence Over Providing False or Misleading Documents' (6 February 2020) <<https://www.edo.org.au/2020/02/06/adani-guilty-of-criminal-offence-over-mine-site-land-clearing/>>.



fact, Adani Ports and Special Economic Zone Limited, and Adani Transmission Ltd have been removed by the SBTi due to inconsistency with SBTi's standards and policy requirements.

33. In May 2023, Adani Green Energy Ltd, Adani Transmission and Adan Ports & Special Economic Zone were removed from the SBTi's dashboard of companies and financial institutions that have set science-based targets or have committed to developing targets.<sup>36</sup> Those three Adani companies were removed due to a lack of conformity with the SBTi's standards and policy requirements, including the SBTi's updated Fossil Fuels Policy, and following a request from environmental groups Ekō and Market Forces.<sup>37</sup>

34. For these reasons, the SBTi Targets Claim potentially contravenes the Code, including:


(a) s 1(a): it is misleading or deceptive or likely to mislead or deceive; and / or

(b) s 1(b): Bravus does not display sufficiently prominently the essential disclaimer that, while it may be developing targets, it has in fact been removed from the SBTi.

35. If you have any queries, please do not hesitate to contact us by email at [kirsty.ruddock@edo.org.au](mailto:kirsty.ruddock@edo.org.au) or [asha.keaney@edo.org.au](mailto:asha.keaney@edo.org.au) or by phone at (02) 7229 0031 or (02) 9054 9280.

Yours faithfully

**Environmental Defenders Office**



**Kirsty Ruddock**

Managing Lawyer  
Safe Climate (Corporate and Commercial)



**Asha Keaney**

Solicitor  
Safe Climate (Corporate and Commercial)

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<sup>36</sup> Bloomberg, 'Three Adani Firms Lose Endorsement of UN-Backed Climate Group' (9 May 2023) <<https://www.bloomberg.com/news/articles/2023-05-09/adani-green-transmission-ports-lose-support-of-climate-group-sbti&cd=11&hl=en&ct=clnk&gl=au>>.

<sup>37</sup> Ibid; Ekō and Market Forces, Letter to UN Race to Zero (21 March 2023) <<https://adanitoxicbonds.org/wp-content/uploads/2023/04/210323 - Letter to UN Race to Zero.pdf>>.

## Annexure A Bravus' website statements of concern

The screenshot displays the Bravus website's sustainability page. The header includes the Bravus logo and navigation links: About, Our Businesses, News, Sustainability, and Contact. The main heading is "Energy for an advancing world", followed by a sub-headline: "Bravus is at the forefront of a global energy transition. Our Australian businesses produce and deliver energy solutions for a sustainable future, both here and around the world."

The page features four key pillars of sustainability, each with an icon, a title, a brief description, and a call-to-action button:

- GENERATING THE FUTURE ENERGY MIX**: Accompanied by a solar panel icon. Text: "We are progressing the transition to a lower-carbon future. We're part of the world's largest multinational solar energy company, the Adani Group." Button: "Global energy mix".
- ENABLING POSITIVE GROWTH**: Accompanied by a hard hat icon. Text: "We produce resources that support energy security and reduce energy poverty. Our products transform lives through access to reliable and affordable electricity." Button: "Human rights".
- SUPPORTING OUR COMMUNITIES**: Accompanied by a map of Australia icon. Text: "We are deeply committed to creating Australian jobs and opportunities in regional communities. Our companies enable Australian exports." Button: "Communities".
- DELIVERING ON OUR PROMISES**: Accompanied by a globe icon. Text: "We operate responsibly, with a demonstrated adherence to best practice safety, environmental and governance processes." Button: "Sustainability".

At the bottom of the page, a summary statement reads: "A sustainable and affordable global energy mix".

Bravus Australia  
<https://www.bravus.com.au>

**BRAVUS**      About   Our Businesses   News   Sustainability   Contact

## A sustainable and affordable global energy mix

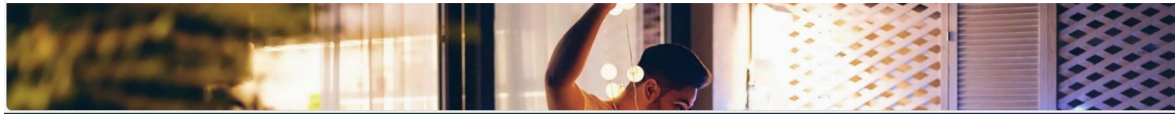
Bravus is a diversified group of Australian businesses delivering integrated energy and infrastructure services for the future. We walk the talk on the energy transition.

We produce high-quality thermal coal at the Carmichael Mine and renewable energy from the Rugby Run solar farm, both in central Queensland. We have pit-to-port operations, our Bowen Rail Company, Abbot Point Operations and North Queensland Export Terminal businesses transport our high quality coal from the Carmichael Mine to the world.

These operations provide reliable and affordable energy solutions that help reduce poverty in the Asia Pacific region and power growth.

We are part of the global Adani Group. Together, our operations are progressing the global transition to a lower emissions future - and fast. The Adani Group is the world's largest multinational solar energy company and a pioneer in emerging renewables technologies via Adani New Industries Limited, in areas such as green hydrogen.

Adani Ports and Special Economic Zone Limited, and Adani Transmission Ltd have committed to net zero carbon targets in line with the world's leading decarbonisation framework, the Science-Based Targets initiative. Adani Green Energy has also set a net zero target and has the world's biggest renewable energy portfolio, comprising solar, wind and hybrid power.



Bravus Australia  
<https://www.bravus.com.au>

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## Empowering our communities

Our energy products, and the businesses that transport and export them, are fuelling positive growth for the future.

Bravus supports energy security for growth and poverty reduction in the Asia Pacific region. Access to electricity in the developing world means the ability to gain an education, improved quality of life, and a brighter future. Bravus and the broader Adani Group believe that access to affordable and reliable energy has a transformational impact on people's lives.

We believe in uplifting future generations at the same time as we meet the challenge of climate change - and we are doing it now.

