

CARBON BALANCED PRINT + PAPER

**OFFSET CARBON.
PROTECT SPECIES.
ENHANCE YOUR BRAND.**



WORLD
LAND
TRUST™

www.carbonbalancedpaper.com



Partners' Meeting 22nd March 2023 Agenda

1. Welcome
2. Carbon Balanced Update
3. **World Land Trust**
Emma Douglas,
Richard Cuthbert
4. Footprint Assessment
5. Using the Logos
6. Marketing
7. Quarterly Paper Reporting
8. Open Discussion and Questions
9. Finish by 11.30am



Jonathan Tame
Managing Director,
CarbonCO



Tandy Wakeford
Marketing Executive,
CarbonCO



Paul Opie
Partnership Manager,
CarbonCO

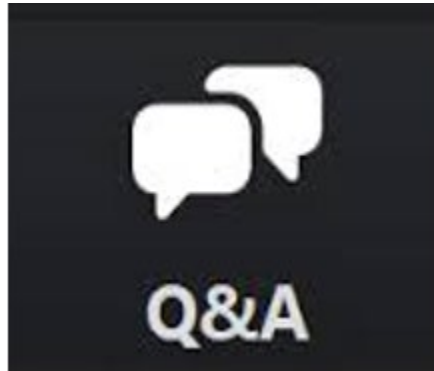


Emma Douglas
Director of Development WLT



Richard Cuthbert
Director of Conservation WLT

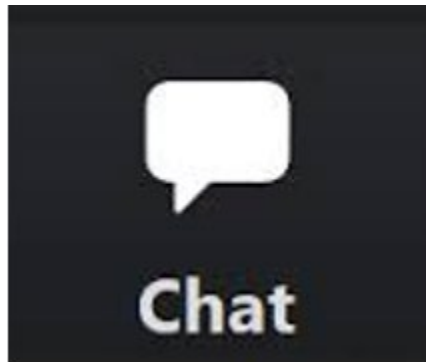
Housekeeping



Please ask questions throughout

We will follow up on all questions we haven't been able to answer live.

Use the thumbs-up to up-vote your favourite questions.



Please **don't** put your questions in the chat function. But feel free to put any other comments in this section, chat among yourselves or post any ideas you might have!



This session is being recorded. A copy will be shared afterwards!

Carbon Balanced Programme Update



www.carbonbalancedprint.com

Carbon Balanced Partners' Meeting, 22nd March 2023

Since our last meeting in July 2022 we would like to welcome -



Showcase
CREATIVE

 **Colourgraphic Arts**

 **fineprint**

 **LOTUS LABELS**
DYNAMIC SYSTEMS ID LTD


HAMPTON


RAPIDITY
London's Leading Printer



Carbon Balanced Print and Paper

- Launched in 2010
- Ability to offset any European paper
- Euro-Graph average CO₂e footprint
- In partnership with World Land Trust
- Protects threatened forest and species
- Increased engagement since January 2022

**6,500
Brands**

**380,000
Tonnes
CO₂e**

**55
Carbon
Balanced
Printers**



Carbon Balanced Growth - 2022

- 15 new certified printers up to today.
- 55 Carbon Balanced Printers.
- 80,000 tonnes of paper balanced in 2021.
- 95,000 tonnes of paper balanced in 2022. A 20% increase.







Congratulations to all our partners who are leading in Environmental action and innovation.

- **A Certified Carbon Balanced Printer was a finalist in 11 of the 17 categories in this months Print Week Awards.**
- **2 Highly commended and 5 winners including Go Inspire who won the Environmental Company of the Year.**

Print innovation, recognised outside the industry.

- Congratulations to Barnwell – one of our first Carbon Balanced Printers.
- Earlier this month demonstrated the environmental innovation and sustainability of their business and the industry against non-related industry businesses.
- Please share key milestones with us.

INDUSTRY AWARDS
Barnwell Print are delighted to announce we are Environmental Innovation WINNERS in the Broadland and South Norfolk Business Awards 2023!
POSTED ON MARCH 8, 2023 BY BP2



Paper Supplier Partners

antalis ^{EM}
Just ask Antalis

denmaur
papermedia

 **FEDRIGONI**



New Web Pages

Paper Suppliers

Paper Supplier Partners

Carbon Balanced Paper is available through a number of partner paper suppliers, shown below. At the point of ordering paper with them directly, specify you want to Carbon Balance your paper order. They will advise you of any additional costs for balancing and supply you with a unique World Land Trust logo, confirmation and certificate. Using one of these partners is the simplest and most cost-effective solution. Click on a partner logo to find out more.



Paper Grades Balanced By Merchant →



Paper Grades Balanced At Source →



Paper Grades Balanced By Merchant →

Denmaur – Balanced At Source



ARCTIC SNOW



Antalis – Balanced at point of sale

Conqueror

 arjowiggins

Rives®

 arjowiggins

Pop'Set®

 arjowiggins

Keaykolour®

 arjowiggins

Curious Collection®

 arjowiggins

OLIN

DESIGN

OLIN

ORIGINS



cocoon®
Offset



Denmaur – Balanced at Source

revive™
Uncoated

revive™
Coated

revive™
Natural

revive™
Greyboard

revive™
Media

 **AMADEUS**
DIGITAL SILK & GLOSS

 **AMADEUS**
SILK & GLOSS

 **Arctic**
SNOW

 **UltraFine**
Offset

INNOVATION
DIGITAL THE BEST FOR BOTH WORLDS

INNOVATION
PREMIUM THE BEST FOR BOTH WORLDS

ecofoil®
DIGITAL

 **ibema**
PAPELCARTÃO
supera white

 **ibema**
PAPELCARTÃO
supera

DeliPac
Food Gloss

DeliPac
Food Kraft Natura

DeliPac
Oven Matt

 **Pavarotti**
SILK & GLOSS

 **Fixter**

Fedrigoni – Balanced at point of sale



Expanded Project Areas



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Carbon Balanced Partners' Meeting, 22nd March 2023



Mexico



Guatemala

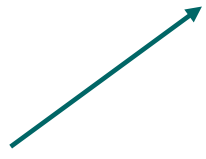


Vietnam



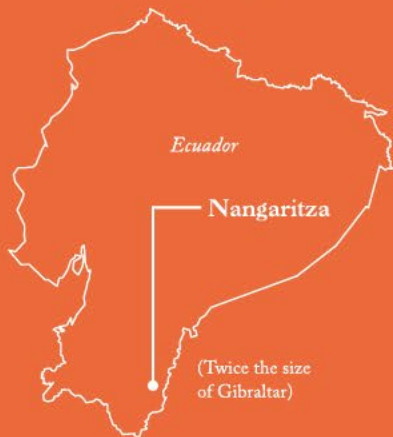
- WLT Certified Projects
- VCS Verified Projects

Ecuador



Your Impact in Nangaritza

- Project area: 3,577 acres
- Project timeframe: 20 years
- Biomass carbon stocks: Measured in 2012
- Total estimated carbon benefit: 309,020 tCO₂e
- Climate benefits: Forest protection and regeneration
- Trees protected: 665,264
- Trees planted: 132,415
- Area restored: 242 acres
- Terrestrial species protected: 603
- UN Sustainable Development Goals: 13



Your Impact in Khe Nuoc Trong

- Project area: 52,210 acres
- Project timeframe: 20 years
- Biomass carbon stocks: Measured in 2017 and 2019
- Total estimated carbon benefit: 1,000,000 tCO₂e
- Climate benefits: Forest protection and regeneration
- Trees protected: 10,681,025
- Terrestrial species protected: 717
- UN Sustainable Development Goals: 9



Your Impact in Xilitla

- Project area: 7,493 acres
- Project timeframe: 5 years
- Biomass carbon stocks: Estimated
- Total estimated carbon benefit: 68,880 tCO₂e
- Climate benefits: Forest protection and regeneration
- Trees protected: 1,266,978
- Terrestrial species protected: 552
- UN Sustainable Development Goals: 10



Your Impact in Caribbean Guatemala: The Conservation Coast

- Project area: 133,826 acres
- Project timeframe: 30 years
- Biomass carbon stocks: Verified by VCS
- Total estimated carbon benefit: 21,844,843 tCO₂e
- Climate benefits: Forest protection
- Trees protected: 73,125,446
- Terrestrial species protected: 792
- UN Sustainable Development Goals: 13





Emma Douglas

Director of Development

World Land Trust



Richard Cuthbert

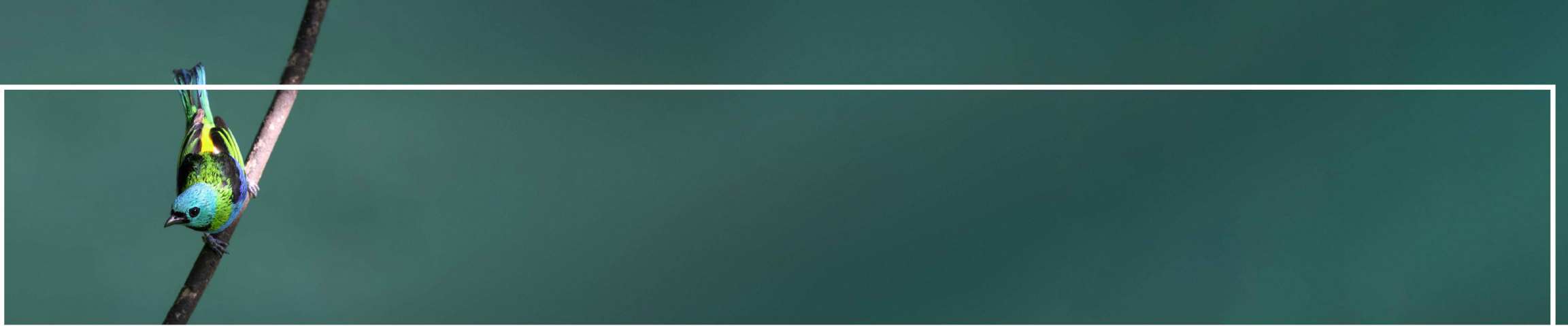
Director of Conservation

World Land Trust



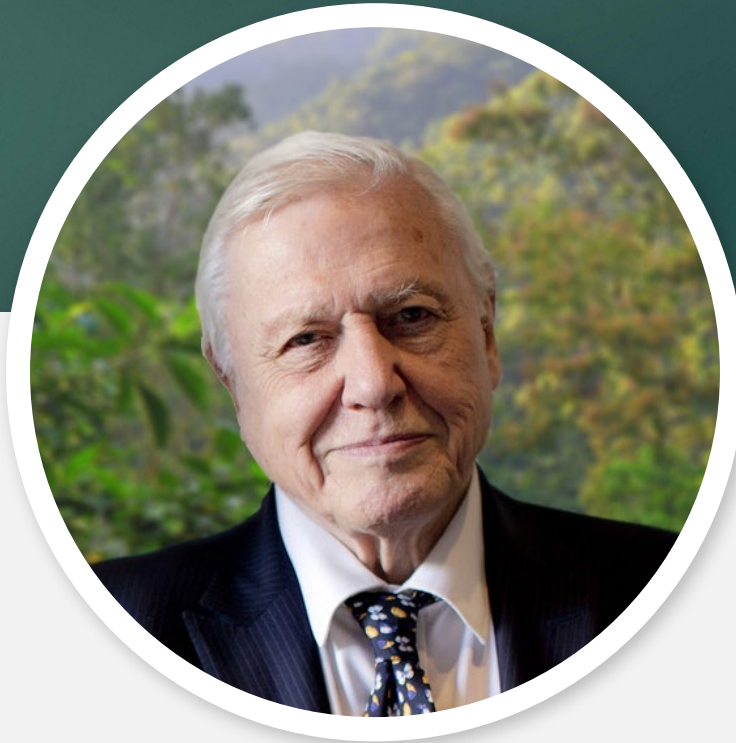


Saving land, saving species



Our Mission

Helping people across the world protect and restore their land to safeguard biodiversity and the climate



“To save species you must save ecosystems,
and to save ecosystems you must save land.”

SIR DAVID ATTENBOROUGH

WLT PATRON

OUR 5 YEAR STRATEGY

To protect larger, more connected and climate resilient landscapes that contribute to local and international biodiversity goals

BRING AT LEAST
1,000,000 HA
INTO CONSERVATION
BETWEEN 2021 AND 20225

CONNECT
2,000,000 HA
OF PRIORITY HABITATS
BETWEEN 2021 AND 2025

AVOID THE EMISSION OF
50,000,000 tCO₂e
OF PRIORITY HABITATS
BETWEEN 2021 AND 2025

MAINTAIN STABLE OR GROWING
POPULATION TRENDS OF KEY
INDICATOR SPECIES

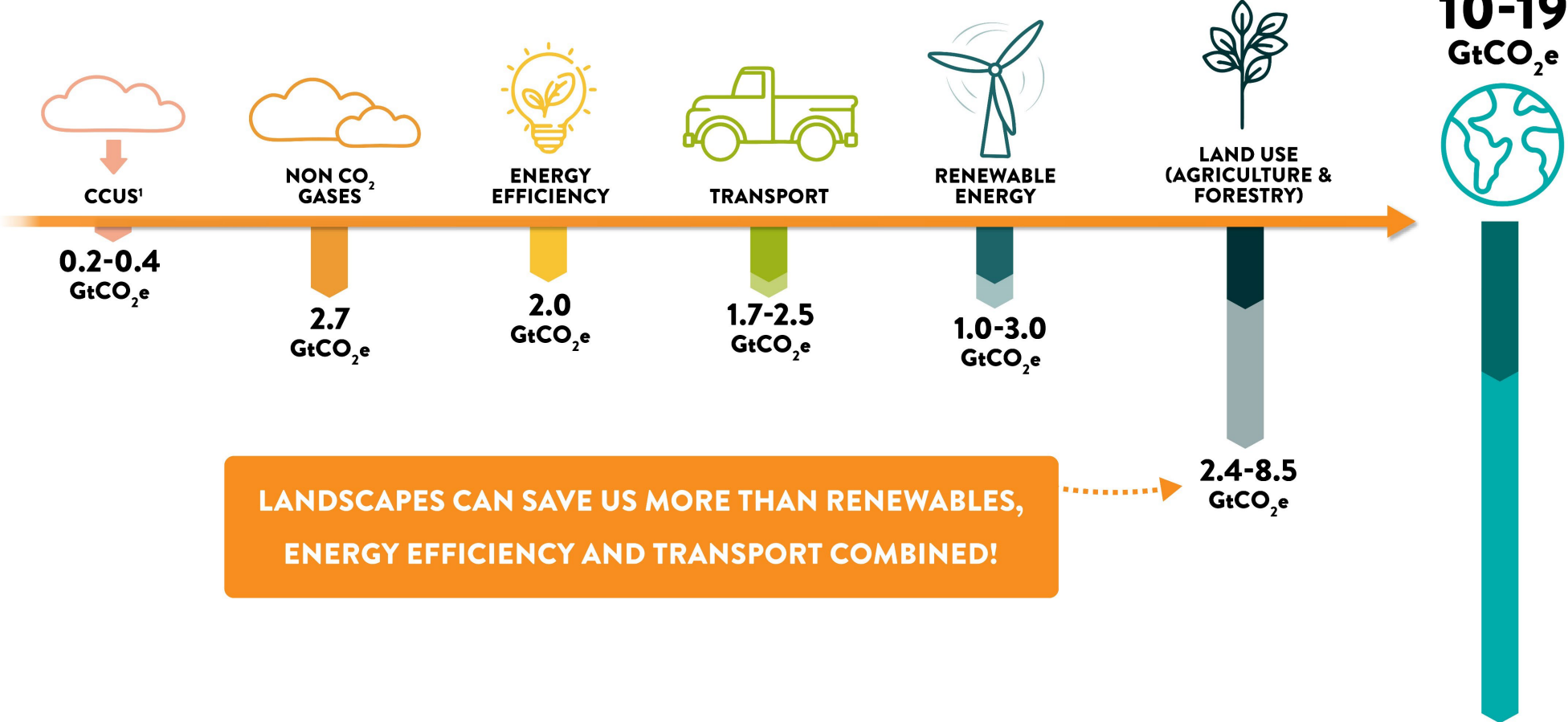
SUPPORT PROJECTS WITH A
MINIMUM OF SIX DIRECT SDG
CONTRIBUTIONS

LAND ACQUISITION AND CLIMATE CHANGE



The Land-Use sector could be 50% of short-term mitigation potential, and nearly 40% of the 2030 emissions gap.

MITIGATION POTENTIAL BY 2020



Source: UNFCCC (2015) Climate Action Now: Summary for Policymakers 2015. | ¹Carbon Capture, Utilization, and Storage, involving removing CO₂ from the atmosphere, recycling it for use and storing safely.



PROJECT LOCATIONS



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BIODIVERSITY HOTSPOTS

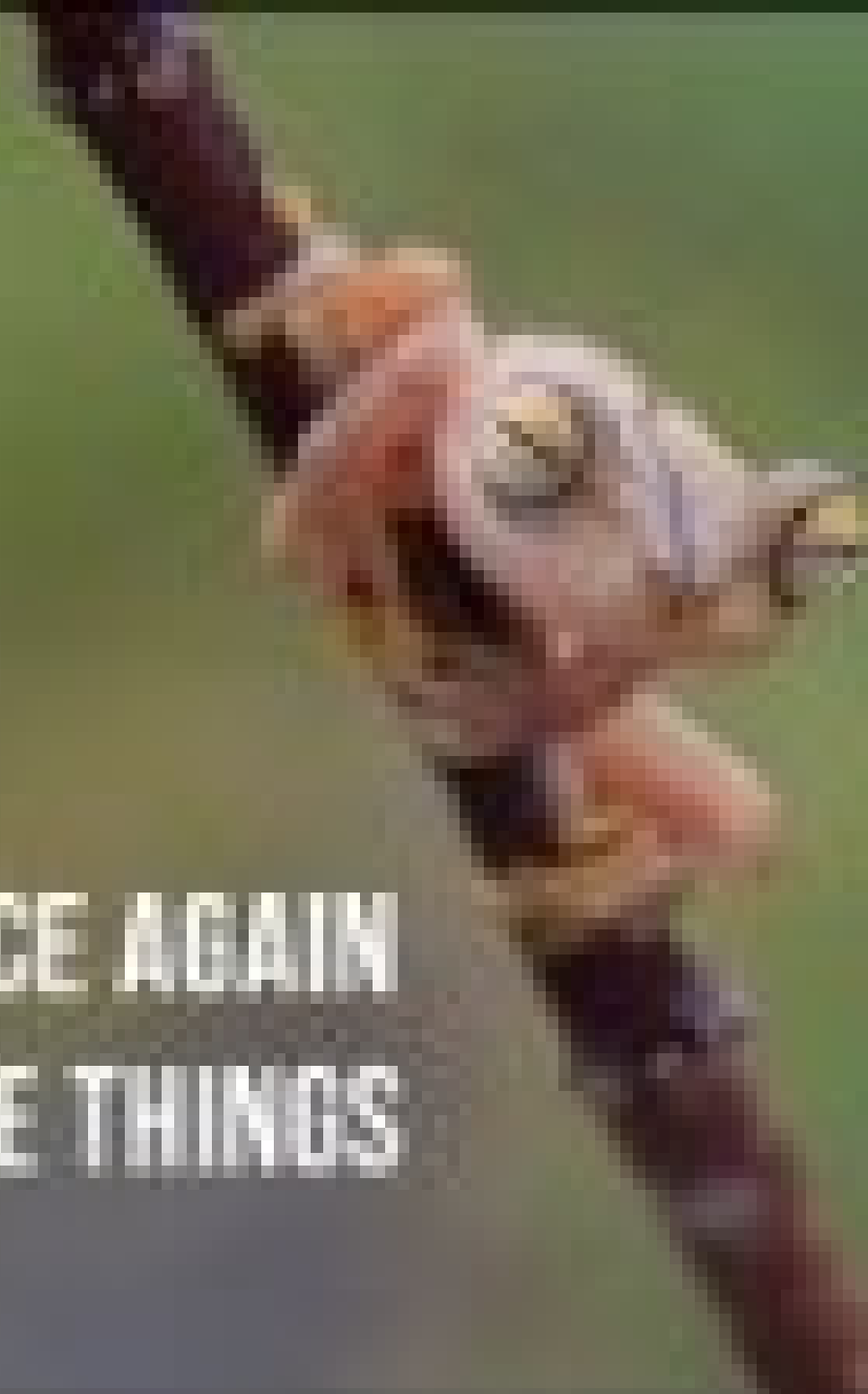
THREATS





IN 2022

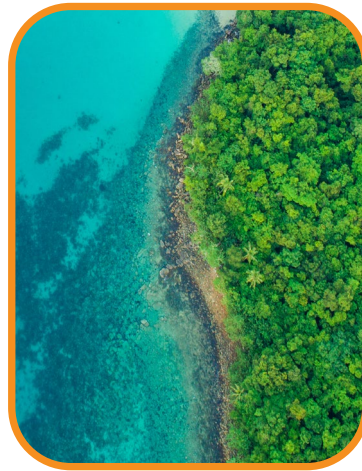
WLT SUPPORTERS ONCE AGAIN
ACHIEVED INCREDIBLE THINGS



FUNDING STREAMS FOR CONSERVATION



**CARBON
BALANCED**



BUY AN ACRE



PLANT A TREE



ACTION FUND



**KEEPERS OF THE
WILD**

CARBON BALANCING WITH WORLD LAND TRUST



Measure, Reduce and Offset residual emissions



Flights:
GHG emissions –
tCO₂e



Flights:
GHG emissions –
tCO₂e



Tree Growth:
Carbon removals –
tCO₂e

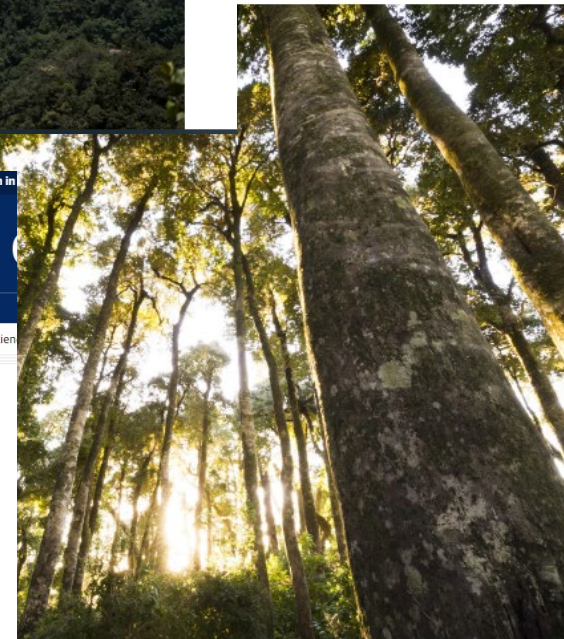
GUARDIAN REPORT ON VERRA'S CARBON OFFSETS

- Recent publicity and negative headlines, contending that the climate benefits of many Verra-certified projects have been overstated
- Certification methodologies are not perfect, but are being updated and improved
- Standards can be misused and abused, but WLT and many other organisations apply as accurately and conservatively as possible
- However, the real issue is that funding for forest conservation has, for decades, been far below what's required
- Carbon standards are not perfect, but in the absence of the support these vital forests need they have provided real results in protecting forests and biodiversity

This screenshot shows the top portion of a Guardian article. The navigation bar includes 'News', 'Opinion', 'Sport', 'Culture', 'Lifestyle', and 'More'. The article title is 'Revealed: more than 90% of rainforest carbon offsets by biggest certifier are worthless, analysis shows'. A yellow banner indicates 'This article is more than 1 month old'. The sub-headline reads 'Investigation into Verra carbon standard finds most are 'phantom credits' and may worsen global heating'. Three bullet points highlight key findings: 'Nowhere else to go': Alto Mayo, Peru, at centre of conservation row; Greenwashing or a net zero necessity? Scientists on carbon offsetting; and Carbon offsets flawed but we are in a climate emergency. The author is Patrick Greenfield, with a Twitter handle @pgreenfielduk and a date of Wed 18 Jan 2023 14:00 GMT. A 'Support the Guardian' banner is visible at the bottom of the article preview.

lian Article on

This screenshot shows a different Guardian article. The navigation bar is identical to the first screenshot. The article title is 'Biggest carbon credit certifier to replace its rainforest offsets scheme'. The sub-headline states 'Verra's rainforest carbon credit methodologies, which Guardian investigation found were flawed, will be phased out by mid-2025'. A bullet point notes 'As carbon offsetting faces 'credibility revolution', shoppers should be wary'. The author is Patrick Greenfield, with a Twitter handle @pgreenfielduk and a date of Fri 10 Mar 2023 13:54 GMT. A 'Support the Guardian' banner is also present at the top of the article preview.



it in the Valdivian Coastal Reserve project. Photo by Nick Hall.

work with Die Zeit and SourceMaterial has incor
fied REDD projects are consistently and substanti

WHAT ARE THE STANDARDS FOR CARBON BALANCED?

WLT's Carbon Balanced projects are based upon internationally-recognised best practice for project design, development and implementation to ensure they protect carbon and biodiversity, and benefit local people.

They follow principles developed by the Climate, Community and Biodiversity (CCB) standard:

- Effective
- Equitable
- Ethical
- Adaptive
- Permanent
- Additional
- Transparent



HOW DO WE ESTIMATE THE IMPACT OF CARBON BALANCED?

- For **tree planting projects**, we measure the area to be planted and information on the growth rate and carbon content of trees that the project will plant.
- For **forest protection projects**, the climate benefit requires assessing the carbon stock within a forest area and the baseline rates of deforestation based upon historical forest loss analysis from remote sensing data.
- Using this information, predictions of a project's climate benefit can be made, and a plan developed to monitor these climate benefits based on regular, periodic measurement.



HOW IS A CARBON BALANCED PROJECT MONITORED?

- To verify the estimates of a project's impacts measurements of forest carbon stocks are undertaken every 3-5 years to measure the actual climate benefits of the project.
- This is mainly data from forest inventory plots of reforested areas or areas of existing forest, along with remote sensing data.
- This data is used to calculate a project's climate benefits against the project plan.
- This is a self-correcting process: if the project underperforms then there will be less credits available for the next verification period.
- This data also informs if the project activities (e.g. forest patrols) are successful or not, and can inform adaptive management to ensure the project's long-term success.







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KHE NOUC TRONG, VIETNAM



The forests of the Annamite lowlands are home to exceptionally rare and threatened wildlife, with many species found nowhere else on earth.



WHERE IN VIETNAM



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

-  Khe Nuoc Trong
-  Bac Huong Hoa



Your Impact In Khe Nuoc Trong

 Area: 52,210 acres

 Timeframe: 20 years

 Total estimate carbon benefit over 20 years:
1,000,000 tCO₂e

 Biomass carbon stocks:
Measured 2017 & 2019

 Climate benefits: Protection & Regeneration

 Trees protected: 10,681,025.71

 Species protected: 717

 SDGs: 9



Khe Nuoc Trong

Larger than
Washington DC

Top image: Red-shanked Douc langur feeding on runner beans in the trees.

Middle image: Ranger Quoc Hieu and Ranger Dang Hieu in the protected area of Khe Nuoc Trong. © Viet Nature Conservation Centre

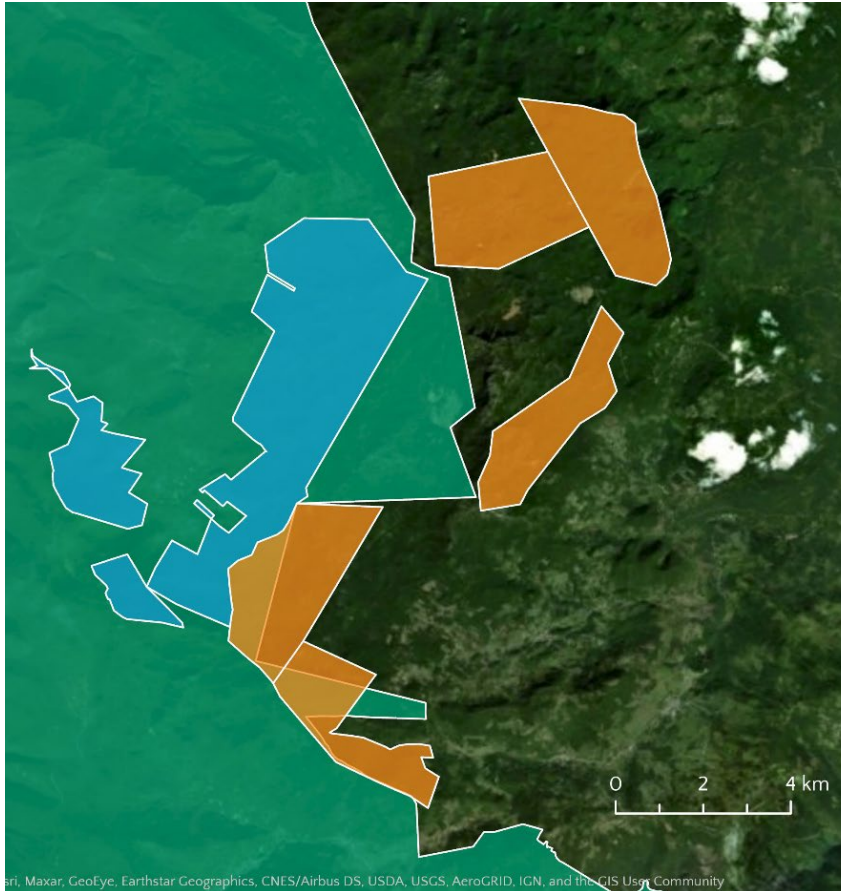
Bottom image: Strjuenger's Pit Viper. © Pham The Cuong/Viet Nature Conservation Centre

XILITLA, SAN LUÍS POTOSÍ, MEXICO

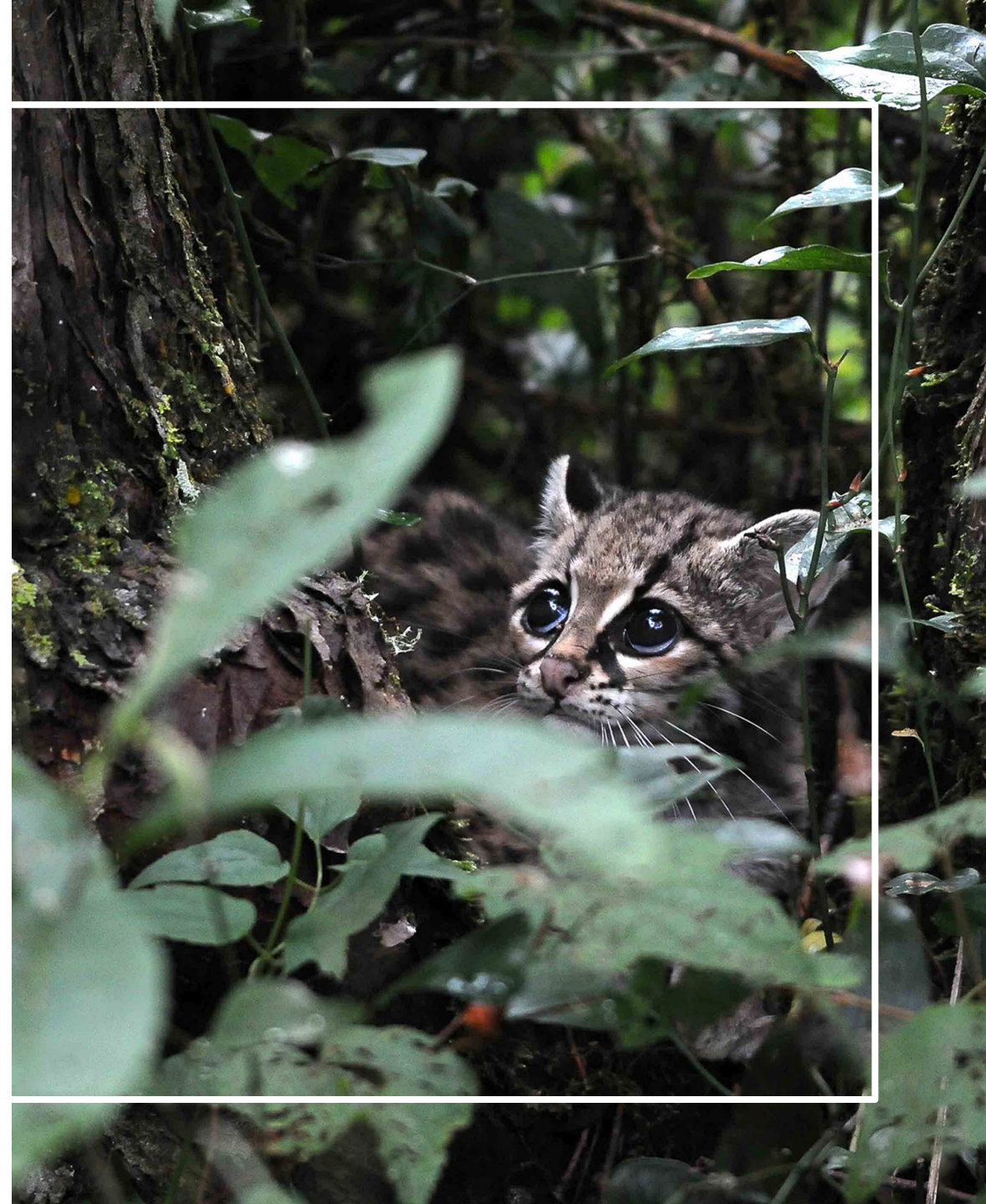
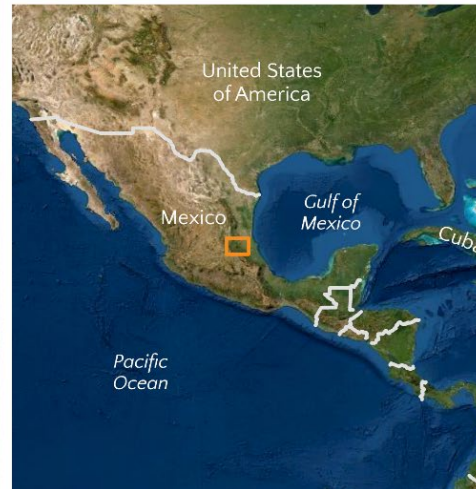
These forests have high biological value, but are also significant for the formation of the cloud microclimate which is threatened by climate change



WHERE IN MEXICO



- Xilitla Carbon Area
- GESG Reserve
- Sierra Gorda Biosphere Reserve



Your Impact In Xilitla



Area: 7,493.47 acres



Timeframe: 5 years



Total estimate carbon benefit over 5 years:
68,880 tCO_{2e}



Biomass carbon stocks: Estimated



Climate benefits: Protection



Trees protected: 1,266,978.5



Species protected: 552



SDGs: 10

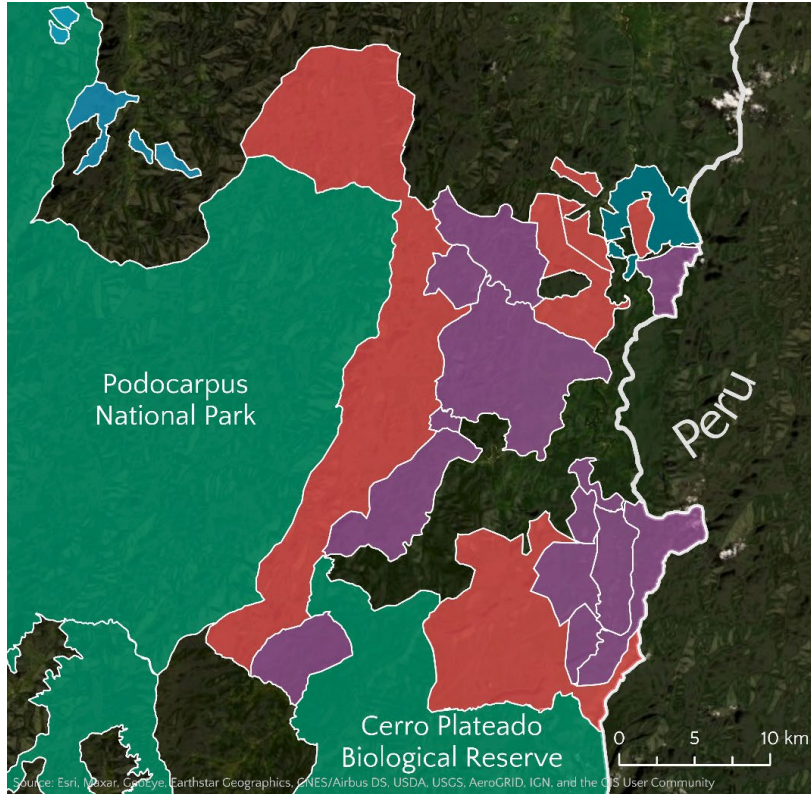


NANGARITZA VALLEY, ECUADOR

Nangaritza is a unique ecosystem that connects some of the largest blocks of intact forest that remain in southern Ecuador and is working to support indigenous Shuar communities in the project area.



WHERE IN ECUADOR



- Maycu Reserve
- Community Conservation Area
- Shaur Indigenous Reserve
- Other Partner Reserve
- Protected Area
- International Border



Your Impact In Nangaritza

📏 Area: 3,577.59 acres

🕒 Timeframe: 20 years

📊 Total estimate carbon benefit over 20 years: 309,020 tCO₂e

🌿 Biomass carbon stocks: Measured 2012

✅ Climate benefits: Protection & Regeneration

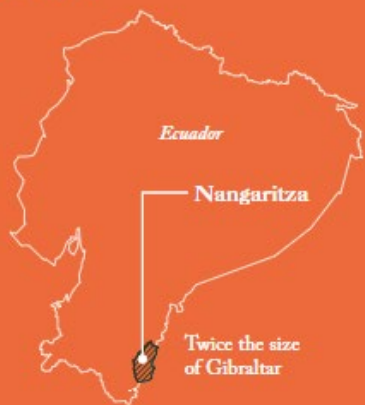
🌳 Trees protected: 665,264.1

🌳 Restoration: 242 acres

🌱 Trees Planted: 132,415

🦋 Species protected: 603

🌿 SDGs: 13



Top Image: Jaguar, at Nangaritza (Meycu) reserve. © Tropical Herpling.com

Middle Image: Tiger-Leg Monkey Frog at Nangaritza (Meycu) reserve.

© Tropical Herpling.com. Bottom Image: Waterfall in Nangaritza, Southern Ecuador.

© NCS/FABIAN RODAS

CARIBBEAN GUATEMALA: THE CONSERVATION COAST

The Conservation Coast is certified to the combined Verified Carbon Standard (VCS) and Climate, Community and Biodiversity Standards (CCBS)





Sarstoon Temash National Park

Amatique Bay

CA13

CA13

Modesto Méndez

Aguacate

Corozo

Coceñil

Livingston

San Francisco del Mar

Santa Cruz

Coteles Chacón

Biotopo protegido Chocón Machacas

Blanco Creek

Corozo

Puerto Barrios

Agua Caliente

CA13

Río Dulce

Reserva Protectoral De Manantiales Cerro San Gil

CA13

Chinabénque

Corinto

CA13

BUENOS AIRES

CA9

Cayuga

7E

El Estor

Dartmouth

Boca Ancha

Morales

Lago de Izabal

Santa Elena

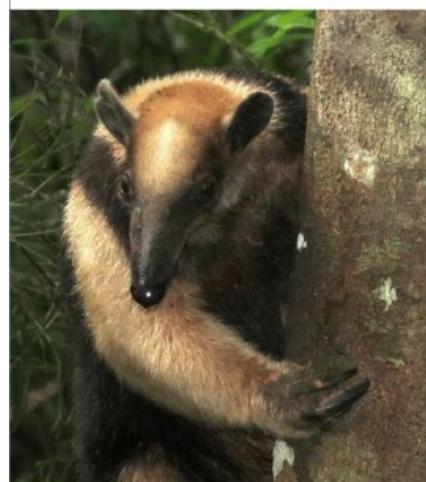
Mariscos

Los Cerritos









Izabal

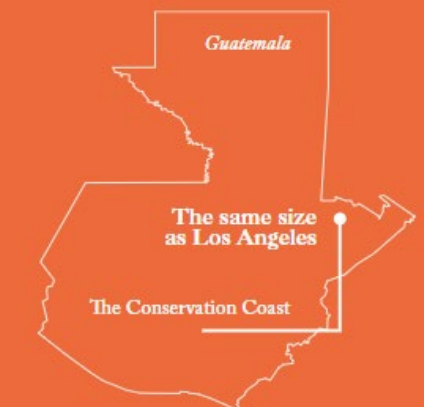
Image © 2021 CNES / Airbus
Image Landsat / Copernicus
Image © 2021 Maxar Technologies
Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Google Earth



Your Impact In Caribbean Guatemala: The Conservation Coast

-  Area: 317,401.92 acres
-  Timeframe: 30 years
-  Total estimate carbon benefit over 20 years: 21,844,843 tCO₂e
-  Biomass carbon stocks: Verified by VCS
-  Climate benefits: Protection
-  Trees protected: 73,125,446.4
-  Species protected: 612
-  SDGs: 13



Top image: Eco-tourism site of Laguna Creek run by local women. © Bethan John
Middle image: Guatemalan palm viper. © Dan Bradbury/WLT
Bottom image: Northern Tamandua in Sierra Santa Cruz, Guatemala. © Katja Schulz



thank you for your time

Emma Douglas / Richard Cuthbert
Director of Development / Director of Conservation

Footprint Assessment

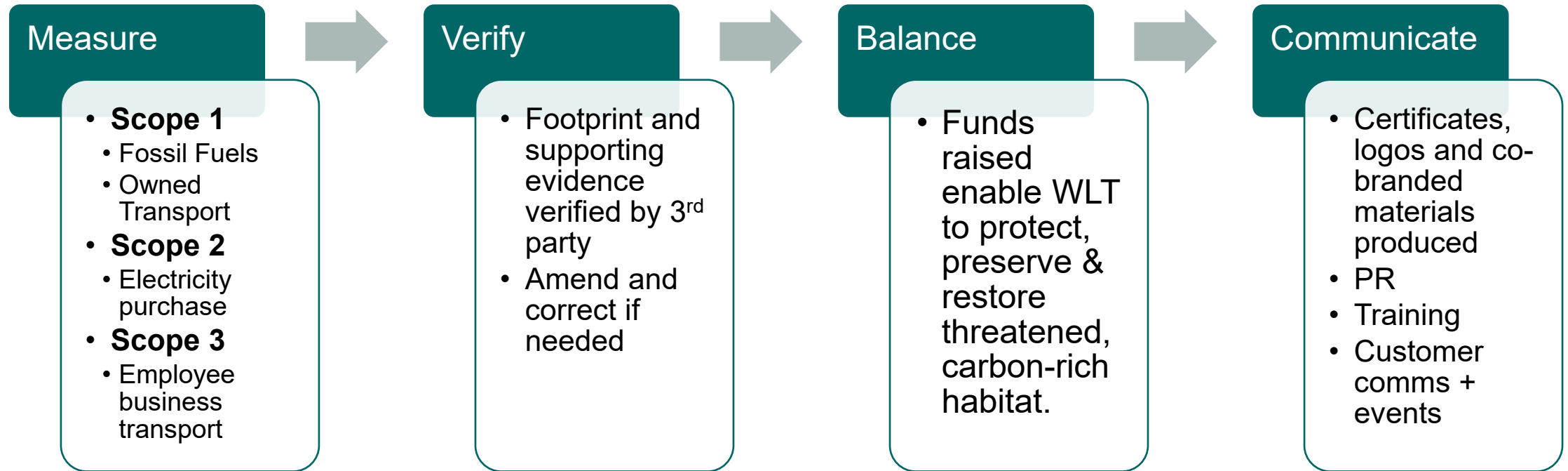


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Carbon Balanced Partners' Meeting, 22nd March 2023

Certification Process



Reviewed Bi-annually (every 2 years)

CarbonCO Basic Footprint Calculator

[ABOUT](#) [SERVICES](#) [RESOURCES](#) [CONTACT](#)

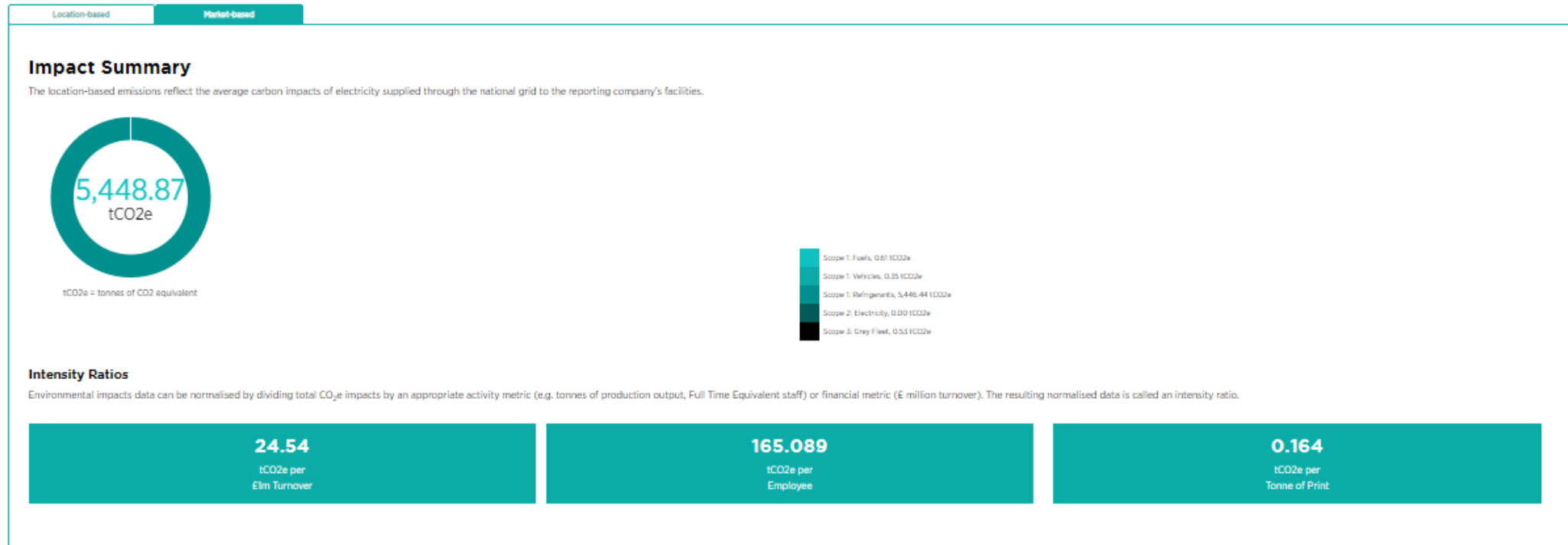
Carbon Footprint Calculator

Verified footprint

Web Tester Carbon Footprint 2021

Reporting Period: 21-06-2022 - 28-06-2022

Verified by: CarbonCO Ltd on 29-06-2022



CarbonCO Footprint Calculator

[ABOUT](#) [SERVICES](#) [RESOURCES](#) [CONTACT](#)

CarbonCO.

Carbon Footprint Calculator

Scope 1: Mobile Combustion

Vehicles

Enter details of activity in vehicles owned or leased by the reporting company. This excludes business travel in employee-owned and rented vehicles (this will be entered in Scope 3: Grey Fleet).

[Back](#)

Measurement Type: Reference: Vehicle Type: Size:

Fuel: Unit: Amount:

[Add](#) [Clear](#)

[Save & Exit](#) [Save & Continue](#)

NAVIGATION

[Reporting Page](#)
[Stationary Combustion](#)
[Mobile Combustion](#)
[Fugitive Emission](#)
[Purchased Electricity](#)
[Business Travel](#)
[Submission Summary](#)

Vehicle Data Added

Item No.	Measurement Type	Ref.No	Vehicle Type	Size	Fuel	Unit	Amount	Delete
1	Distance	rtterttr	Cars	Large All fuels 2.0L +	Hybrid	miles	45,000	Delete
2	Distance	fdddfsfdf	Vans	Class III (1.74 to 3.5 tonnes)	Diesel	miles	30,000	Delete
3	Distance	ggrergreg	HGV	All rigids	Diesel	miles	115,000	Delete

CarbonCO Footprint Calculators



Compare trends
across multiple years



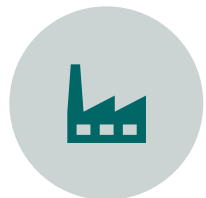
SECR compliant



GHG Protocol
Corporate Standard
compliant



Location-based and
market-based Scope
2 to methodology



Split emissions by
facility



Cloud-based for easy
access, reviewing
and updating



Logo Guidelines



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Carbon Balanced Partners' Meeting, 22nd March 2023

Carbon Balanced Logos



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www.carbonbalancedprinter.com
Registration No. CBP1234

Carbon Balanced PRINTER

- Promote your business as a Certified Carbon Balanced Printer
- Use on website, emails, social, quotes and invoices



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www.carbonbalancedprint.com
CBP1234

Carbon Balanced PRINT

- Use on customer work where Paper has been Balanced
- Must have been printed by a Carbon Balanced Printer



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www.carbonbalancedcarton.com
CBP1234

Carbon Balanced CARTON

- Use on paper packaging where board has been Balanced
- Must have been printed/ converted by a Carbon Balanced Printer



WORLD
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www.carbonbalancedpaper.com
CBP123456

Carbon Balanced PAPER

- Use on customer work where Paper has been Balanced

Carbon Balanced Logos



Alternative CB Print & Carton Logos



Logo Guidelines

- Co-branded guidelines for sharing with customers – updated design will be shared with partners in the next 2 weeks
- Explains when and how the logo should be used
- All elements of logo should appear – Roundel, WLT, URL, Unique Number
- Suggested minimum size, 15mm



What can be Carbon Balanced?



Any fibre-based printing and packaging substrate



Must be produced in Europe – to be balanced as standard.



Must be produced from sustainably managed forests or



Produced from recycled material



Must be recyclable

WLT CBP Logos cannot be used on:

Political literature

Hunting/Game publications

Petrochemical company literature

Tobacco products



Logo Terms & Conditions

- We have previously sent terms of conditions
- Will re-send, where not received, to get your signed agreement

Carbon Balanced Logos: Terms and Conditions

The Carbon Balanced Print, Paper, and Packaging programme (CBP), in partnership with the global conservation charity World Land Trust (WLT), offers organisations the ability to offset the carbon impacts of their paper-based communications and packaging. Launched in 2010, the programme has been adopted by thousands of users, helping to offset over 250,000 tonnes of CO₂e.

It is essential that Invested Partners of the programme – Carbon Balanced Printers and Official Paper Supply partners – are aware of their responsibility when using and sharing the WLT logos.

This document will explain the qualifying criteria for using Carbon Balanced Paper and detail the industries where the WLT/CBP logo cannot, under any circumstances, be used.

Qualifying Products

CBP is based on the average emissions of producing one tonne of European paper. Therefore, Invested Partners must ensure that paper recorded for Carbon Balancing meet the below criteria:

- Any fibre-based printing and packaging substrate
- Must be produced in Europe
- Must be produced from sustainably managed forests or
- Produced from recycled material
- Must be recyclable

Blacklisted Sectors

Blacklisted companies are those offering services and products that conflict with the mission and values of World Land Trust &/or are highly contentious in public opinion. Every effort must be made by CBP's Invested Partners to ensure the WLT Carbon Balanced logos do not appear on any literature belonging to companies, organisations or other entities operating in these sectors:

- Airports (not including franchises within airports)
- Armaments and defence companies
- Companies that have been convicted of fraud or any other illegal activity
- Energy generation from fossil fuel
- Fossil fuel extraction and processing
- Gambling and casino companies
- Hunting
- Large-scale mining
- Pay day loan companies
- Pornographic Industries
- Tobacco industries
- Wildlife trade and the trading of any globally threatened flora / fauna

In addition to the blacklisted sectors above, the World Land Trust Carbon Balanced Print/Paper logos cannot appear on any political literature.

Marketing



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www.carbonbalancedprint.com

Carbon Balanced Partners' Meeting, 22nd March 2023

Marketing of Carbon Balanced

- eNewsletter monthly to end users
- Article and adverts in Print Media magazines
- Sponsored 36 page A5 guide to Carbon Offsetting with Earth Island reaching 14,000 users of print
- Content in Print Solutions, Packaging Solutions and Green solutions



**HOW TO MAKE THE MOST OF...
CARBON OFFSETTING**

WORLD LAND TRUST™
www.carbonbalancedpaper.com

**HOW TO BECOME A
CERTIFIED CARBON
BALANCED PRINTER...**

WORLD LAND TRUST™
www.carbonbalancedpaper.com
CNP1254

The higher mark of integrity is the Carbon Balanced Print logo. This can only be used by certified Carbon Balanced Printers.

Additional to the paper is the printer's own impacts (footprint). Increasingly organisations and tenders are asking their supply chain to disclose their impacts, steps they are taking to reduce these through energy and resource efficiencies or offsetting. Becoming a certified Carbon Balanced Printer is a simple way for printers to cover all these bases.

TANGIBLE BENEFITS

There are many tangible benefits by integrating sustainability into the heart of your business. Alongside commercial reasons like energy costs efficiencies, it creates a better and responsible working environment for employees and better brand perception of your company. It differentiates you as leaders on sustainability, a positive message with existing customers and strengthening your sales proposition when tendering for new business.

Becoming a certified Carbon Balanced Printer is not cost prohibitive and depends completely on the carbon footprint of your business. A completed carbon footprint is required by CarbonCo to provide a costed proposal.

CarbonCo has created a very simple process and calculator for printers to measure and report their operational impacts, electricity, use of on-site fossil fuels, transport (scope 1 and 2 emissions) and limited, but important, scope 3 emissions, like business travel. These footprint assessments are externally third party verified.

When these emissions are balanced with World Land Trust, printers can then claim they are a certified Carbon Balanced Printer and, when using Carbon Balanced Paper, can make the higher integrity claim that the whole job is balanced by using the Carbon Balanced Print logo.

Currently there are 52 certified printers, who have balanced their impacts. You can find them here: www.carbonbalancedpaper.com/carbon-balanced-printers/

ADDING REAL VALUE

Carbon Balanced Paper and Print is managed by CarbonCo for the print and paper industry.

Paul Opie, CarbonCo partnership manager, said: 'These are simple solutions to help printers measure and report their emissions, adding real value to their clients by demonstrably reducing the impacts of their printed communications. Our work to date with World Land Trust has offset more than 250,000 tonnes of CO₂ and protected more than 20,000 acres of land. This is more than just a carbon offsetting scheme, protecting endangered species and biodiversity. This is real action in real places, making a real difference.'

More information can be found at www.carbonbalancedpaper.com, or by e-mailing enquiries@carbonco.info or calling on 01327 828280.

How to make the most of...carbon offsetting 10

How to make the most of...carbon offsetting 11

Print Monthly

March / April 23

ENVIRONMENT / NEWS

PrintMonthly printmonthly PrintMonthlyMagazine

GET CARBON BALANCED

Carbon Balanced Paper is a simple way for brands to reduce the carbon impacts of their print and packaging, and for printers to differentiate themselves as leaders in sustainability by measuring, reporting, and offsetting their carbon emissions. CarbonCo tells us more...

Carbon Balanced Paper and Print was launched in 2010. Managed by CarbonCO for the paper and print industry, it provides a simple solution for brands and printers to account for the carbon emissions of their print and paper and offset these impacts with international conservation charity World Land Trust.

To date, the initiatives have offset more than 250,000 tonnes of CO₂, used by more than 5,000 businesses and protected 20,000 acres of high value conservation land, rich in biodiversity. With 52 certified Carbon Balanced Printers, CarbonCO works with companies of all sizes across the graphic arts and packaging sector.

Balancing with WLT

World Land Trust (WLT) is an international charity, founded in 1969, whose project partners have been instrumental in the purchase and protection of more than two million acres of tropical forest and other threatened habitats. The work of World Land Trust is actively supported by their passionate and dedicated patrons including Sir David Attenborough, Steve Backshall, and Chris Packham.

Carbon is balanced (offset) through land purchase of ecologically important standing forests under imminent threat of clearance. Carbon is locked that would otherwise be released, and then these standing forests continue to absorb carbon from the atmosphere. Furthermore, this action preserves invaluable ecosystems and ensures the ongoing biodiversity in these regions.

Protecting existing forest, through Reduced Emissions from Deforestation and Forest Degradation (REDD+), is World Land Trust's preferred approach for biodiversity conservation. Carbon Balanced Paper and Print fund World Land Trust's ecosystem protection and restoration projects in Vietnam, Mexico, Ecuador, and Guatemala. All of WLT's forest protection and restoration projects have measurable, long-term local community benefits, a positive climate impact and significant biodiversity conservation value. More detail on the projects can be found at

carbonbalancedpaper.com/wlt/projects.

Sir David Attenborough, WLT patron said: "The money that is given to the World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of."

Carbon Balanced Paper



www.carbonbalancedpaper.com
CBP123456

The simple solution is for organisations to balance the emissions of their paper consumption, creating a positive environmental impact while delivering a powerful message to their customers.

By offsetting the average emissions of paper (616kg CO₂e per tonne of paper) any paper product made in Europe can be balanced. Organisations just need to specify clearly to their printer that Carbon Balanced Paper must be used.

For printers, the most cost-efficient way to order Carbon Balanced Paper is directly

through one of the appointed paper merchants: Antalis, Denmaur, or Fedrigoni. However, any paper can also be Carbon Balanced directly through a public calculator at www.carbonbalancedpaper.com/how-to-order.

Organisations using Carbon Balanced Paper can use the World Land Trust logo on their printed products and receive certificates from World Land Trust, quantifying the amount of carbon balanced and the area of land that has been preserved. This is demonstrable action that organisations can show in carbon reduction, support of World Land Trust, and biodiversity.

Carbon Balanced Printers

The higher mark of integrity is the Carbon Balanced Print logo. This can only be used by certified Carbon Balanced Printers.

Additional to the paper is the printer's own impact (footprint). Increasingly organisations and tenders are asking their supply chain to disclose their impacts and steps they are taking to reduce these through energy and resource efficiencies or offsetting. Becoming a certified Carbon Balanced Printer is a simple way for printers to cover all these bases.

There are many tangible benefits to inte-



www.carbonbalancedprint.com
CBP123456

grating sustainability into the heart of your business. Alongside commercial reasons like energy cost efficiencies, it creates a better and more responsible working environment for employees and a better brand perception of your company. It differentiates you as leaders on sustainability, a positive message with existing customers, and strengthening your sales proposition when tendering for new business.

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Currently there are 52 certified printers, who have balanced their impacts (www.carbonbalancedpaper.com/carbon-balanced-printers).



Sir David Attenborough is a World Land Trust patron. Image: World Land Trust

Organisations using Carbon Balanced Paper can receive certificates from World Land Trust quantifying the amount of carbon balanced

ENVIRONMENT / NEWS



Carbon offsetting schemes protect endangered species and biodiversity. Image: Jaime Cuevas

More information

Carbon Balanced Paper and Print is managed by CarbonCO for the print and paper industry.

Paul Opie, CarbonCO partnership manager, says: "These are simple solutions to help printers measure and report their emissions, adding real value to their clients by demonstrably reducing the impacts of their printed communications. Our work to date with World Land Trust has offset more

than 250,000 tonnes of CO₂, and protected more than 20,000 acres of land. This is more than just a carbon offsetting scheme, protecting endangered species and biodiversity. This is real action in real places, making a real difference."

More information can be found at www.carbonbalancedpaper.com or by emailing enquiries@carbonco.info or calling 01327 626260.

CERTIFICATE

THIS IS TO CERTIFY THAT
By choosing Carbon Balanced Paper for their Spring/Summer Catalogue

Epic Clothing Ltd

has balanced (offset)

1,000kg of CO₂

This will enable World Land Trust to protect and restore the equivalent of

191m² of threatened tropical habitat

Issue date: 01/07/2023 Registration ID: CDP1234 Offset Projects: Vietnam, Mexico, Ecuador

Presented by World Land Trust

Recipient must offset emissions through a Carbon Balanced Printer. All use of forest area must be permanent and verifiable. For more information about the program see www.carbonbalancedpaper.com



Carbon Balanced
DR CATHERINE BARNAK, CEO, WORLD LAND TRUST
01327 626260 www.worldlandtrust.org



Carbon Balanced Image Library

- Image Library

https://worldlandtrust.resourcespace.com/pages/search.php?search=%21collection1958+&k=d75db04dba&modal=&display=thumbs&order_by=date&offset=0&per_page=200&archive=&sort=DESC&restypes=&recentdaylimit=&foredit=&noreload=true&access=#

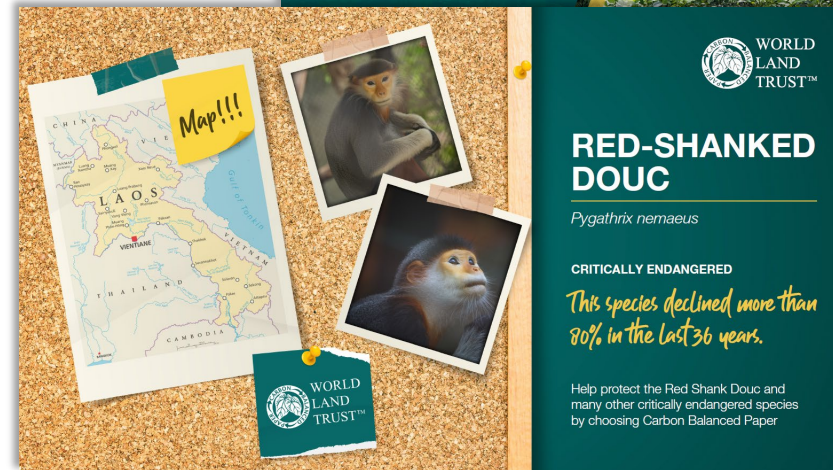
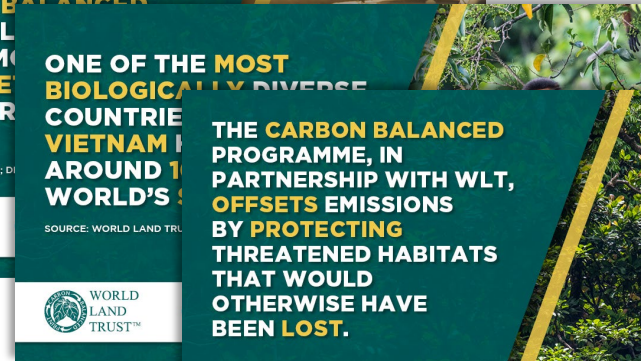
- All pictures must be credited – this information can be found under ‘Credit’ for each individual image

The screenshot displays the World Land Trust image library interface. At the top left is the World Land Trust logo. Below it, a search bar contains the text "Vietnam images Carbon Co". The interface shows 103 resources, with options for sorting by Date, 200 items per page, and a "Refine results" button. A grid of 18 image thumbnails is displayed, each with a file format label (e.g., CR2, JPEG, JPG, PNG) and a caption. The images include various nature scenes, animals, and landscapes.

File Format	Image Description	Location
CR2	Laguna Grande Lan...	Guatemala
JPEG	La Soledad Reserve	Guatemala
JPEG	River, La Soledad Re...	Guatemala
JPG	Misty forest	Mexico
JPG	Sierra Gorda	Mexico
JPG	View over the Weste...	Vietnam
JPG	Ocelot	Guatemala
JPG	Nangaritza, Ecuador	Ecuador
JPG	Border between Kh...	Vietnam
JPG	Border between Kh...	Vietnam
PNG	Red-eyed Tree Frog...	
PNG	Caribbean Guatema...	
JPG	Black-eyed Leaf Fro...	
JPG	Sierra Gorda mount...	
PNG	Orange-throated Ta...	
JPG	Ranger Le Quoc Hie...	
JPG	Sierra Gorda	
JPG	Gaur (Bos gaurus)	



Partner Resources



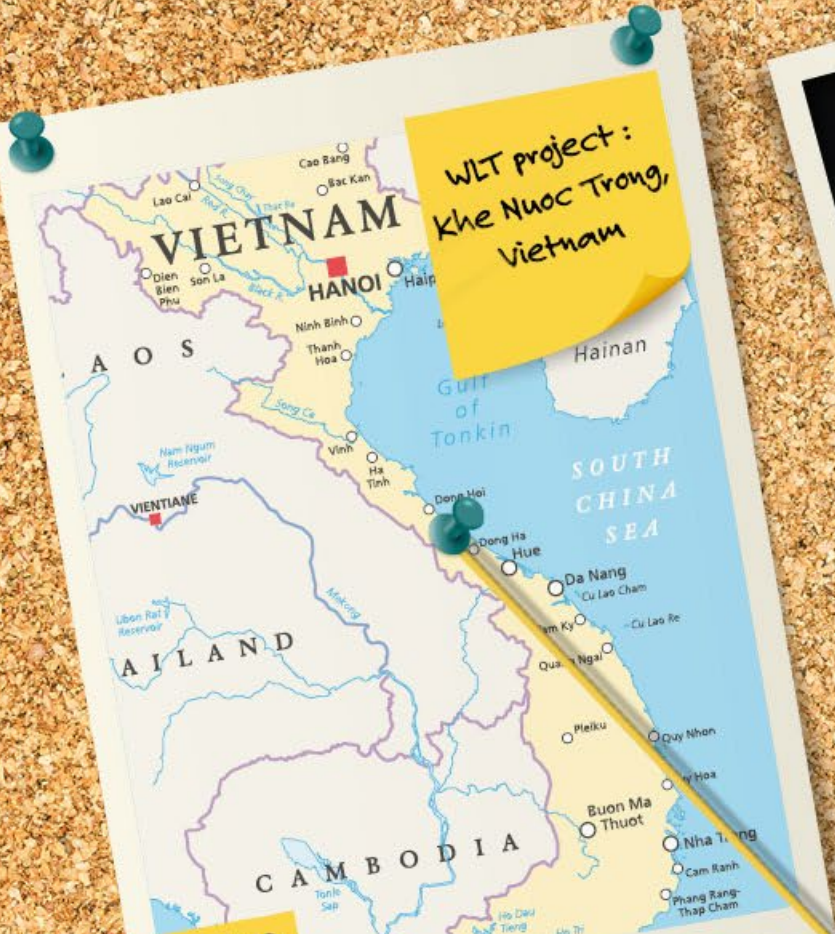
Choosing a **Carbon
Balanced Printer** enables
World Land Trust to
protect and restore
threatened forests in
**Vietnam, Mexico, Ecuador
and Guatemala.**



LINNEY 

We are proud to be a Certified
Carbon Balanced Printer (2243)
www.linney.com



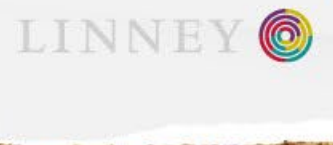


WLT project:
Khe Nuoc Trong,
Vietnam



CARBON BALANCED
PRINTER ↴

Douc are targeted
for food, "medicine"
and the illegal
pet trade.



Red-shanked Douc

Pygathrix nemaeus

STATUS: CRITICALLY ENDANGERED

The Red-shanked Douc is suspected to have undergone a decline of more than 80% in the past 36 years.

Help protect the Red-shanked Douc and dozens of other threatened species by choosing a Carbon Balanced Printer.

www.linney.com



Registration No. CBP2243

New Factographics – all co-branded in your One Drive folder

According to the UN, **2014-2021** were the **eight hottest years** to date.



GO INSPIRE
Marketing Performance Partner
A Xerox Company

We are proud to be a Certified Carbon Balanced Printer (2234)
www.goinspire.co.uk



The **Mayeú Reserve** protects foothill rainforest of the Nangariza Valley, connecting the **Andes** and the **Amazon**.



GO INSPIRE
We are proud to be a Certified Carbon Balanced Printer (2234)
www.goinspire.co.uk



Xilita's forests - made up of **tree species** like Oak, Fir, Sweetgum, Cypress, Magnolia and Mexican Yew - store **high amounts of Carbon**.



GO INSPIRE
We are proud to be a Certified Carbon Balanced Printer (2234)
www.goinspire.co.uk



Rangers in the Khe Nuoc Trong conducted **9,700km** of patrols in 2022, destroying **15 illegal camps** and removing over **2,000 traps and snares**.



GO INSPIRE
A Xerox Company

We are proud to be a Certified Carbon Balanced Printer (2234)
www.goinspire.co.uk



The diversity of **Equador's habitats** makes it one of the most **biodiverse** countries in the world.



GO INSPIRE
We are proud to be a Certified Carbon Balanced Printer (2234)
www.goinspire.co.uk



30 threatened species are protected in **Guatemala**, including a critically endangered amphibians.



GO INSPIRE
We are proud to be a Certified Carbon Balanced Printer (2234)
www.goinspire.co.uk

504 bird species have been recorded in the **conservation coast, Guatemala**.



GO INSPIRE
We are proud to be a Certified Carbon Balanced Printer (2234)
www.goinspire.co.uk



Personalised Mugs!

Artwork can be supplied – or we can manage the creation.



Carbon Balanced Print: Sales Enabler



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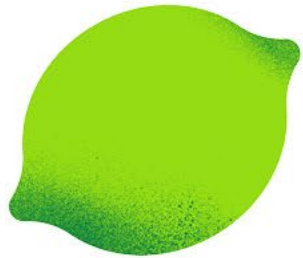
www.carbonbalancedprint.com

Carbon Balanced Partners' Meeting, 22nd March 2023



Deepening relationships with existing customers

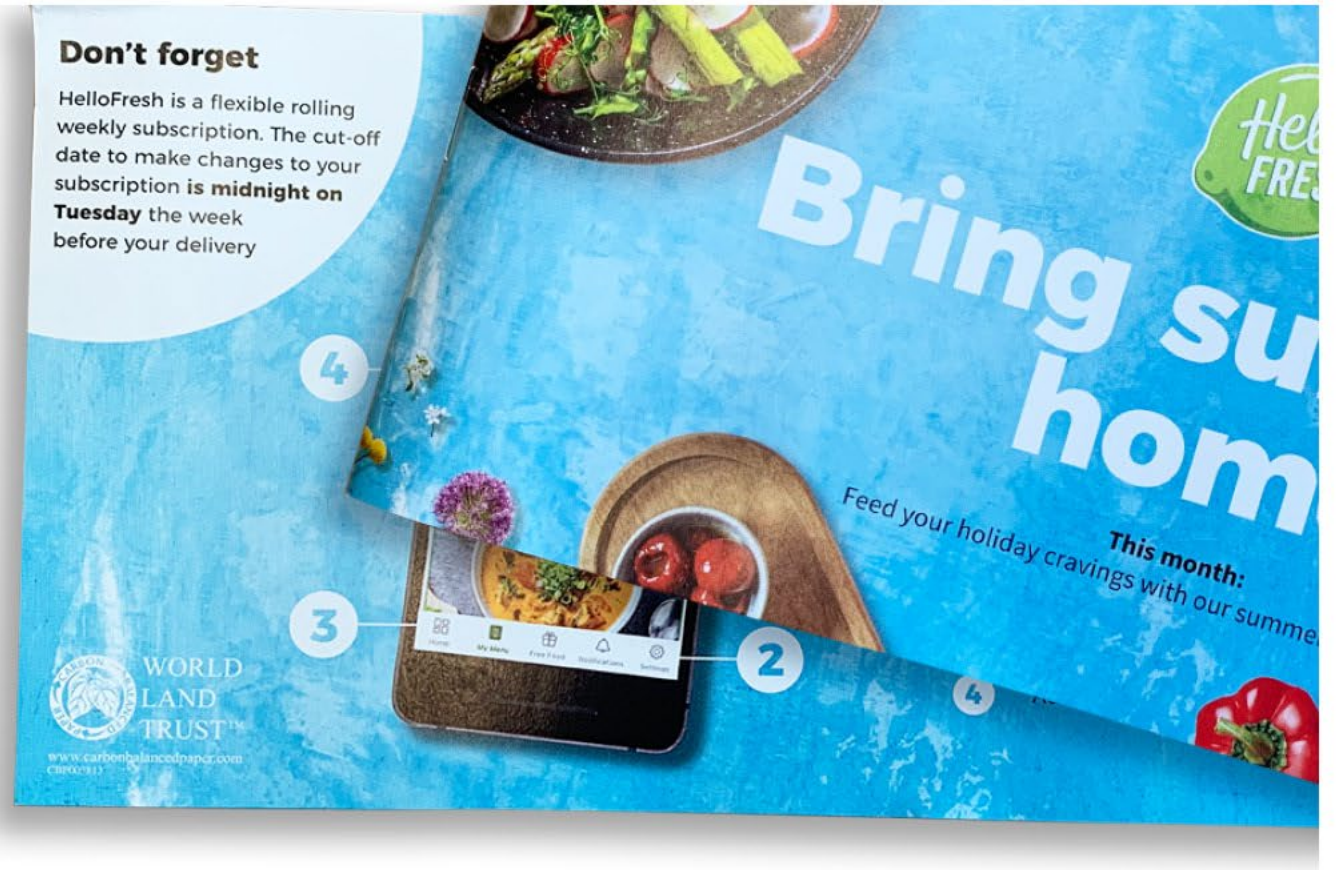
Help them reduce customer impacts and provide engaging tools and materials to strengthen value.



HELLO FRESH

Don't forget

HelloFresh is a flexible rolling weekly subscription. The cut-off date to make changes to your subscription is **midnight on Tuesday** the week before your delivery



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team! | days with wines that complement the season. | miracles, and reminds us to always sing to our plants. | wines with confidence. p39

ippelli, Recipe: Claire
yson, Isabella
pa Paine, Ceri James,
we, Lisa McDowell,
y, **ADVERTISING**
1, Michelle Fairlamb;
unday.com.
ay, Steph Hill,
871 6760,
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Magazine, wrap
and all inserts
are 100%
recyclable

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www.carbonbalancedpaper.com
Ocado/Pub-Aug-18

 **PEFC Certified**
This product is from
sustainably managed
forests and controlled
sources.
PEFC 16-33-230 www.pefc.co.uk

ear from you email: ocadolife@ocado.com  facebook.com/ocado  [@Ocado](https://twitter.com/Ocado)






Certificate Generator

Client Name

ABC Limited

Certificate Date From

01/01/2021

Certificate Date To

31/07/2021

Total KGs of Paper

10,000

CALCULATE

DETAILS FOR CERTIFICATE

Company Name

Go Inspire Group

Total Carbon Balanced (KGs)

6,160

Land Protected (sq. metres)

4,312

Submission Date

06/08/2021

GENERATE CERTIFICATE

CERTIFICATE

THIS IS TO CERTIFY THAT

By choosing Carbon Balanced Paper between 01/01/2022 & 31/12/2022

Sky UK Ltd

has balanced (offset) the equivalent of

5,544kg of CO₂

This will enable World Land Trust to protect and restore

1,059m² of threatened tropical habitat

Issue date: 10/01/2023 Certificate number: CBP001234

Presented By ABC Print Ltd

World Land Trust offsets emissions through the protection and preservation of tropical forest under threat of deforestation and degradation.

For more information about the ecological benefits of the Carbon Balanced programme, please visit www.carbonbalancedpaper.com



www.carbonbalancedpaper.com

DR CATHERINE BARNARD, CEO, WORLD LAND TRUST

Blyth House Bridge Street Halesworth Suffolk IP19 8AB
Registered Charity 1001291



www.worldlandtrust.org

CARBON BALANCED PRINTING



Thank you Sky UK for taking positive action to reduce your carbon impact by using Carbon Balanced Printing.

- 26,000kgs of CO₂ Balanced
- 18,760m² of forest protected
- 41 threatened species' habitats preserved
- 8 endangered, 6 critically endangered

Presented by ABC Print, Jan-Dec 2021



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www.carbonbalancedprint.com
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Case Studies and PR



DFS reduces its carbon impacts and helps protect threatened species by using Carbon Balanced Paper

As Britain's leading sofa manufacturer, DFS places Environmental, Social, and Corporate Governance (ESG) at the core of its business.

DFS's ESG strategy includes the ethical sourcing of materials, improving transport efficiency, reducing electricity usage and increasing recycling.

Another way DFS is helping to reduce its impacts is by using Carbon Balanced Paper.

In partnership with World Land Trust (WLT), an international conservation charity, Carbon Balanced Paper helps protect some of the world's most biologically significant and threatened habitats.

By protecting and restoring these carbon-rich habitats, the release of carbon can be avoided and further atmospheric CO₂ can gradually be absorbed through forest regeneration.

DFS are proud to partner with World Land Trust to help reduce our carbon impact. Print remains an essential channel for DFS and Carbon Balanced Paper ensures we can use print in the most sustainable way.

Declan Wadcock, DFS Mailing Coordinator

By using Carbon Balanced Paper, DFS has so far offset the equivalent of 355 tonnes of carbon.

This will help protect 61 acres of threatened habitat in Vietnam, one of the most biologically diverse countries on Earth, but it is also one of the fastest growing economies in the world, which is putting immense pressure on its exceptional biodiversity.

DFS joins thousands of brands and businesses already taking positive action by choosing Carbon Balanced Paper.



OBJECTIVES

- Reduce the carbon impacts of DFS's Easter mailing campaign
- Partner with the supply chain for credible environmental solutions

SOLUTION

- Adopt Carbon Balanced Paper in partnership with international conservation charity World Land Trust
- Use the World Land Trust logo as a visual mark of responsibility

RESULTS

- 355 tonnes of CO₂e balanced
- Protection of nearly 250,000m² (61 acres) of biologically significant and threatened habitat with World Land Trust



For more information about Carbon Balanced Paper visit: www.carbonbalancedpaper.com @CarbonBalanced



Carbon Balancing in Action

Lying in the Annamite Mountain Range of north-central Vietnam, Khe Nuoc Trong (KNT) is one of the best remaining examples of Annamite Lowland Forest in the world.

The protection of 20,000 hectares at Khe Nuoc Trong is supported by the Carbon Balanced Programme, working through WLT's in-country partner Viet Nature.

With input from WLT, the project balances the needs of people, wildlife and the environment and is being designed to meet the internationally recognised standards of the Climate, Community and Biodiversity Alliance (CCBA). This third party certification will give an independent assessment of net positive climate, social and biodiversity benefits.



Carbon Balanced Paper helps protect unique biodiversity. The Red-shanked Douc is listed as Critically endangered.

Biological Importance

The forests of the Annamite lowlands are home to exceptionally rare and threatened wildlife, with many species found nowhere else on earth.

Key species include the Red-shanked Douc, Giant Muntjac, Hatinh Langur, Southern White-cheeked Gibbon, Bourret's Box Turtle, Keelbed Box Turtle.

For more information about Carbon Balanced Paper visit: www.carbonbalancedpaper.com @CarbonBalanced



Charities Choose Carbon Balanced Christmas Cards



RECENT POSTS

- Print Production Agency COUSIN Commits to Carbon Balanced All Paper 20/09/2020
- Charities Choose Carbon Balanced Christmas Cards 16/10/2020
- UPM Fine Now Carbon Balanced through Denmark 09/10/2020
- Four more UK print companies become certified Carbon Balanced Printers 02/10/2020
- The serious business of sustainability 29/09/2020
- The legacy of illegal logging 16/09/2020

Leading charities, including Barnardo's, British Red Cross, NSPCC, Royal British Legion, RSPB, Salvation Army, Save The Children and Scope, have opted for Carbon Balanced Paper for their 2020 Christmas cards.

By balancing the impacts of the paper, the Christmas cards, which raise vital funds for the charities, will help World Land Trust protect over 25 acres of threatened, carbon-rich habitat in Vietnam.

Paul Wright, Head of Trading at children's charity Barnardo's, says, "Our cards continue to be one of our most popular products across our stores and online shop, which provide Barnardo's with a vital income stream that enables our work with the most vulnerable children, young people and families across the UK. We're committed to ensuring we reduce our carbon footprint and that our products are produced sustainably, and so we are incredibly proud that our cards are now produced using Carbon Balanced Paper."

Abigail Jackson, Company Trading Manager at the British Red Cross, says, "British Red Cross Christmas cards are a great way of helping us with our fundraising activities. We are so pleased that our cards are not only helping our supporters connect with their loved ones, but also helping protect endangered habitats through the work of World Land Trust."

Events & Webinars

- Consider organising a virtual (or in person) webinar for:
 - Staff
 - Top Customers
 - Prospective Customers
- CarbonCO happy to participate
- WLT can participate depending on numbers and scheduling





Prospecting for new business

Reaching different touch points
within target companies

Prospecting for new business

- Research target businesses Carbon reduction objectives
- Build the benefits into your sales proposition
 - Information resources: landing pages, downloads, videos etc.
 - Draft Certificate
- Who else within the business can you engage with?
 - CSR Director
 - Environment / Sustainability Manager
 - Marketing Director



Can engage other touch points within the business

The CSR Director / Sustainability or Environmental Manager

- Always looking for new ways to reduce their impacts - It is not easy
- You have a “low-hanging fruit” – This is exceptionally easy for them to do with high credibility
- Often sets or dictates policy
- Often approachable and they need support
- Easy to find their details on Google and LinkedIn





CsR Director Capital one



Meet Capital One's Executive Team - Capital One

www.capitalone.co.uk/aboutus/our-team.jsf ▼

Karen is the Vice President of International HR and **Sustainability** for **Capital One's** UK and Canadian credit card business. Karen has led our people strategy ...

Mark Little | Professional Profile - LinkedIn

<https://uk.linkedin.com/in/mark-little-0a766334>

Head of **Sustainability**, Sourcing and Waste Policy at Tesco PLC ... **Corporate Responsibility** leader with expertise in strategy development, programme delivery, ...

Laurence Webb | Professional Profile - LinkedIn

<https://uk.linkedin.com/in/laurence-webb-77373561> ▼

Welwyn Garden City, Hertfordshire, United Kingdom - Responsible Sourcing Manager - Tesco PLC
Laurence Webb. Responsible Sourcing **Manager** at Tesco PLC ... Summary. Experienced **Corporate Responsibility** manager in food and non-food businesses.

Mark Newbold | LinkedIn

<https://uk.linkedin.com/in/mark-newbold-88000215>

London, United Kingdom - CSR Manager at Lidl UK - Lidl UK

CSR Manager at Lidl UK ... **Lidl** to create 600 jobs at stores across Ireland ... and executing **Lidl's Corporate Social Responsibility** strategy to ensure practices, ...

Sandy Macdonald | Professional Profile - LinkedIn

<https://uk.linkedin.com/in/sandy-macdonald-babb1521>

Edinburgh, United Kingdom - Head of Sustainability - Standard Life

Sandy's experience includes **Standard Life**, **Standard Life**, and **Standard Life**. Sandy attended CIM | The ... Head of Sustainability at Standard Life Plc. Location ...



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Quarterly Reporting Carbon Balanced Paper



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Carbon Balanced Partners' Meeting, 22nd March 2023

Quarterly Paper Reporting

- Carbon Balanced “jobs” must be recorded
- For CB Printers, all paper is balanced retrospectively at the end of each quarter
- Printers supply a report from their management system, a records template or register every job on the online Partner Calculator
- Records can be used for client certificate generation at the end of each quarter or year



Paper Reporting – Online Calculator

Row Labels	Sum of Paper KG	Sum of CO2 KG	Sum of Land M2
2018	10,868.506	6,695	4,685
Qtr4	10,868.506	6,695	4,685
2019	114,185.065	70,338	49,250
2020	184,918.831	113,910	79,742
2021	107,485.390	66,211	46,339
Qtr1	50,248.377	30,953	21,663
Qtr2	57,237.013	35,258	24,676
Apr	25,136.364	15,484	10,836
Acis	94.156	58	41
	94.156	58	41
	154.221	95	67
	154.221	95	67
	4.870	3	1
	3.247	2	1
	1.623	1	0
	35.714	22	15
	35.714	22	15
	0.000	0	0
	4,415.584	2,720	1,904
	24.351	15	11
	467.532	288	202
74	180.195	111	77
	146.104	90	63
5	1,040.584	641	448
	165.584	102	72
8	277.597	171	120
	47.078	29	20
10284 Land Rover - 19290	35.714	22	15



Discussion and Questions



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www.carbonbalancedprint.com

Carbon Balanced Partners' Meeting, 22nd March 2023

Thank You



Paul Opie
paul@carbonco.info
07703 006194



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Carbon Balanced Partners' Meeting, 22nd March 2023