

Carbon Balanced Paper

A simple and natural way to
balance the carbon emissions
of your paper, printed
marketing communications
and fibre-based packaging.



**CARBON
BALANCED
PAPER**

www.carbonbalancedpaper.com

What is Carbon Balanced Paper?

The Carbon Balanced Paper programme is an easy way to mitigate the carbon impacts of the paper used in your printed media, marketing communications and fibre-based packaging, where the average carbon emissions of the paper are balanced through natural conservation programmes.

Paper is already one of the world's truly sustainable, recyclable and natural products. The average carbon impact of your paper is balanced through the work of World Land Trust. Carbon Balanced Paper is achieved through the preservation of ecologically important standing forests, rich in biodiversity that would otherwise be lost.

This protection ensures existing carbon remains locked away as well as securing continued atmospheric carbon absorption. Following the principals of REDD++, this is recognised as one of the most cost effective and fastest ways to arrest the rise of atmospheric CO₂ and global warming effects. As a blended approach, World Land Trust also support Uganda's TGB (Trees for Global Benefits) reforestation activity, a long term carbon removal project.

Forests help cool the Earth and regulate climate.
Carbon Balanced Paper works in harmony with nature.

www.carbonbalancedpaper.com

Why is this important?

Taking positive action now with Carbon Balanced Paper helps combat global warming and deliver against your corporate social responsibility and sustainability goals.

Businesses, government and the public sector, along with your customers, employees and other stakeholders are increasingly aware and focused on reducing their environmental impacts. Carbon Balanced Paper is a simple choice that will reduce the carbon impact of your printed marketing communications, and paper-based packaging, quantifying the amount of CO₂ balanced and the area of high value conservation land preserved.

UN Sustainable Development Goals directly advanced by World Land Trust Carbon Balanced projects in Mexico and Uganda:



World Land Trust

Global conservation charity World Land Trust (Charity No. 1001291) protects the world's most biologically significant and threatened habitats acre by acre.

Since its foundation in 1989, World Land Trust have been instrumental in the purchase and protection of tropical forest and other threatened habitats. To date they have protected 2,973,486 acres of land, planted 3,114,186 native trees and protected over 13,066 species.



WLT's patrons: Sir David Attenborough, Steve Backshall, David Gower and Chris Packham

These are just some of the threatened species protected by WLT's Carbon Balanced projects

Making a real difference

Carbon Balanced Paper supports World Land Trust's protection of biologically diverse ecosystems and restoration projects in Mexico and Uganda. The land purchased provides reforestation solutions and permanent protection from land degradation.

Since 1990 it is estimated that some 420 million hectares of forest have been lost - an area 17x greater than the United Kingdom.¹ Tropical deforestation is responsible for approximately 20% of global CO₂ emissions, more than cars, boats and planes and reduces the natural world's capacity to absorb atmospheric CO₂.

Forests are the lungs of the Earth, producing around 30% of our oxygen as well as providing habitats for 80% of amphibian species, 75% of bird species and 68% of mammal species. Supporting World Land Trust through the Carbon Balanced Paper programme has measurable long term benefits. The protection it provides has a positive climate impact, significant biodiversity conservation value as well as supporting local communities and delivering UN Sustainability Goals.

1. FAO, State of the World's Forests, 2020; The World Bank, Land Area by Country, 2020

How do I get involved?

Paper Suppliers

Carbon Balanced Paper is available through a number of partner paper suppliers. Contact them for more details. They will confirm any additional costs and supply you with your unique World Land Trust logo and certificates.



www.carbonbalancedpaper.com/paper-suppliers

Certified Carbon Balanced Printers

There are also a number of leading printers who have measured and balanced their operational impacts to become a certified Carbon Balanced Printer. They can manage all of your print and reporting requirements. Their positive actions help deliver some of the lowest carbon impacts for printed communications.

To find out more view all the certified Carbon Balanced Printers, at:
www.carbonbalancedpaper.com/carbon-balanced-printer

To further explore Carbon Balanced Paper and find out more about World Land Trust projects and its endangered species, visit: www.carbonbalancedpaper.com



Benefits for your organisation

You will be issued with a unique World Land Trust Carbon Balanced Paper logo that you can proudly include on your print to demonstrate and communicate your commitment to reduce your carbon impact.



You will also receive a certificate that shows the amount of CO₂ balanced and the area of critically threatened habitat you have protected as a direct result of your positive action.

Participation provides another level of engagement, positive marketing, and sales opportunities. It is a powerful way to take immediate action to quickly reduce company impacts whilst pursuing carbon reduction goals.



Together we can take action and deliver a positive future. Make the change... get involved.

600,000
tonnes

of CO₂ have been
Carbon Balanced
through the
Print and Paper
Programme.*

5,000+
businesses

have taken positive
action by choosing
Carbon Balanced
Print and Paper.*

90,500
acres

have been protected
within Carbon Balanced
projects in Uganda,
Vietnam, Mexico
& Ecuador.*

*As of January 2025



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Carbon Balanced Paper, Print and Packaging is delivered on behalf of World Land Trust by CarbonCO Ltd.