



WORLD  
LAND  
TRUST™

www.carbonbalancedpaper.com

Pensord™

## ABOUT CARBON BALANCED PAPER

### WHAT IS CARBON BALANCED PAPER?

**Already one of the world's truly renewable and most-recycled materials, the average carbon impact associated with the production of paper can now be offset through World Land Trust.**

Carbon Balanced Paper is achieved through the preservation of ecologically important standing forests, under real and imminent threat of clearance, locking in carbon that would otherwise be released and securing continued absorption of carbon dioxide from the atmosphere.

Following the principles of REDD+\*, this is recognised as one of the most cost effective and fastest ways to arrest the rise of atmospheric CO<sub>2</sub> and global warming effects.

\*REDD+ - Reducing emissions from deforestation and forest degradation in developing countries.

### WHY IS THIS IMPORTANT?

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

Businesses, government and the public sector, along with your customers, employees and other stakeholders are increasingly focused on reducing their environmental impacts.

Carbon Balanced Paper is a simple choice that will reduce the carbon impact of your office paper and printed marketing communications, quantifying the amount of CO<sub>2</sub>e balanced and the area of high value conservation land preserved.



**66% of global consumers say they're willing to pay more for sustainable brands**

Source: Nielsen



**55% of young people in the UK say they would be more loyal to a brand that was reducing its carbon footprint**

Source: Carbon Trust

### ABOUT WORLD LAND TRUST

**World Land Trust is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre.**

Since its foundation in 1989, WLT has funded partner organisations around the world to create reserves and give permanent protection to habitats and wildlife. To date, WLT has helped secure more than 881,000 acres of threatened habitat in 20 countries.

WLT's patrons include Sir David Attenborough OM CH FRS, Steve Backshall MBE, David Gower OBE & Chris Packham CBE.

**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.**

Sir David Attenborough, WLT Patron

### MAKING A REAL DIFFERENCE

**Carbon Balanced Paper supports World Land Trust projects in Vietnam, one of the most biologically diverse countries on Earth and an area of international conservation importance.**

Vietnam is one of the fastest growing economies in the world and this is putting immense pressure on its exceptional biodiversity.

World Land Trust is working with Viet Nature Conservation Centre to protect the entire forest of Khe Nuoc Trong, an area covering nearly 50,000 acres. By protecting and aiding the recovery of the forest, approximately 50,000 tonnes of carbon dioxide emissions will be absorbed each year.

Khe Nuoc Trong is home to a number of threatened species listed on the IUCN Red List, including at least 4 Critically Endangered, 6 Endangered and 16 Vulnerable species.

## DEMONSTRATING YOUR COMMITMENT

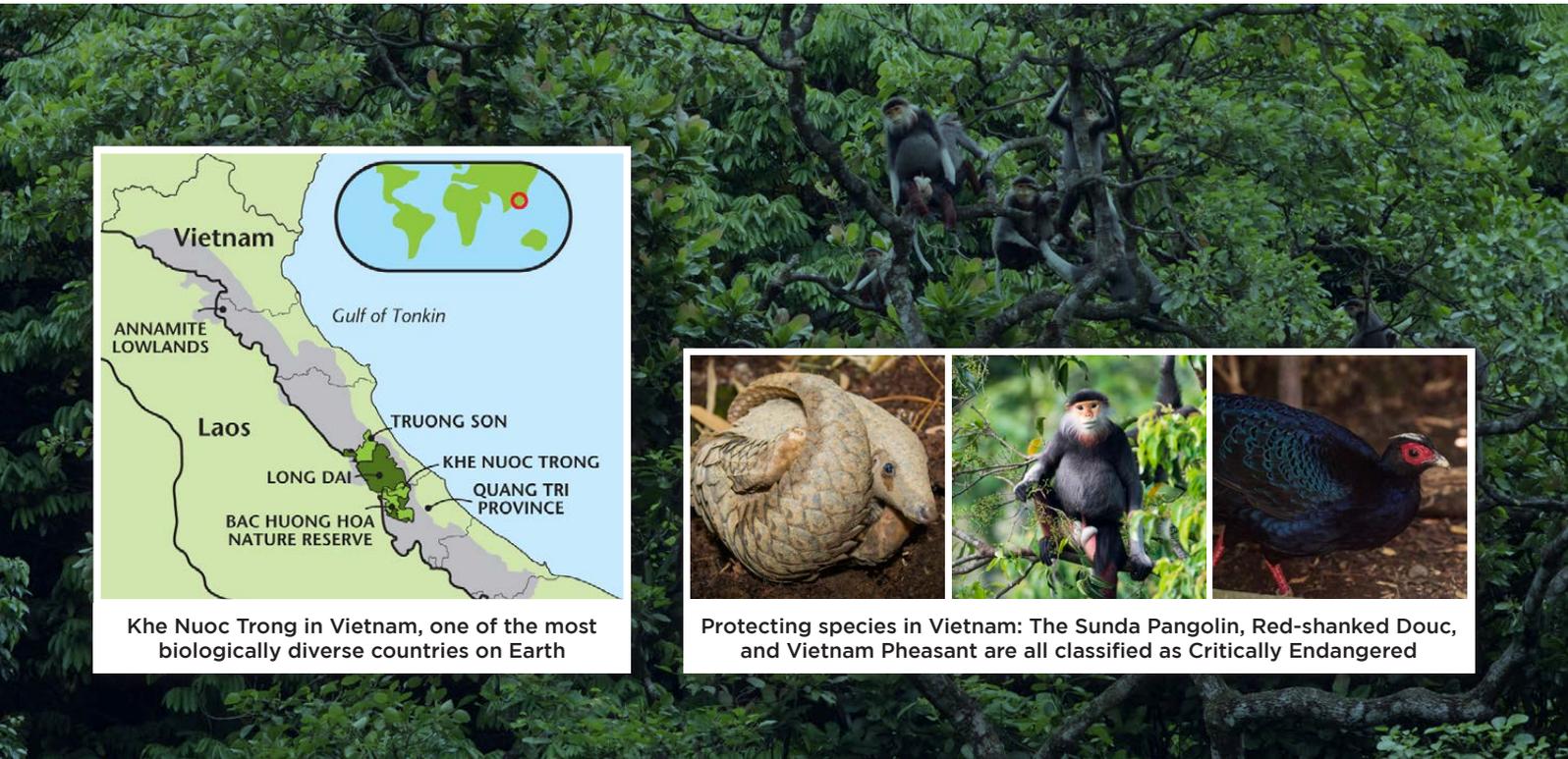
**Choosing Carbon Balanced Paper will reduce your carbon impact, protect endangered species and enhance your brand.**

The World Land Trust Carbon Balanced Paper logo can be proudly featured on your print to demonstrate and communicate your commitment to reduce your carbon impact.



[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)  
CBP123456

You will also receive a certificate to highlight the amount of CO<sub>2</sub>e balanced and the area of land protected as a result of your positive action.



Khe Nuoc Trong in Vietnam, one of the most biologically diverse countries on Earth



Protecting species in Vietnam: The Sunda Pangolin, Red-shanked Douc, and Vietnam Pheasant are all classified as Critically Endangered

## HOW DO I GET INVOLVED?

**You can start supporting World Land Trust today, simply by choosing Carbon Balanced Paper.**

Any paper can be Carbon Balanced and the price is minimal, or even free on certain paper products.

Get in touch and ask us how to Carbon Balance the paper on your next print job.

# Pensord™

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