



WORLD
LAND
TRUST

Carbon Balanced

Providing a Path to a
Sustainable Future



“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



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Introduction

In 2019, the UK became the first major economy to pass a net zero emissions law, requiring all greenhouse gas emissions to be brought to net zero by 2050. Others – including France, China and Japan – have followed suit. The situation is clear: Climate change and the regulations that come with it will play a huge role in shaping the business sector over the coming decades.

The 10 warmest years on record have all occurred since 2005, and the global temperature has now risen to 1.1°C above pre-industrial levels – approaching the 1.5°C

“The 10 warmest years on record have all occurred since 2005

threshold outlined in the Paris Agreement – a threshold which, if crossed, could alter our planet irrevocably. The effects of the climate crisis are evident for all to see, but by working with World Land Trust (WLT) through our Carbon Balanced programme,

you and your business have the chance to be part of the solution.

WLT is an international conservation charity founded in 1989 to protect the world’s most biologically significant and threatened habitats, acre by acre.

We launched our Carbon Balanced programme in 2005, responding to the growing need for businesses to mitigate their impact on the

environment while recognising the role WLT-funded projects fulfil as natural climate solutions.

For over 15 years WLT have played an important role for businesses large and small on the path to positive environmental

action and a sustainable future. Since the outset of the Carbon Balanced programme, more than 610,000 tonnes of carbon have been offset through our projects, representing over £2.5 million of conservation funding. Wherever

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you are on your sustainability journey – whether your goal is carbon neutral, net zero or carbon positive/negative – protecting certified carbon-rich and biodiversity-rich habitats with WLT will get you to where you need to be.



A Note on Terminology



Carbon dioxide (CO₂) is the most abundant greenhouse gas (GHG) in our atmosphere. In the offsetting industry, “carbon” is used as a shorthand for all GHGs.

The efficacy of an offsetting project is measured by its capacity to either absorb or prevent the release of GHGs, expressed as “tCO₂e” (tonnes of carbon dioxide equivalent).



What Sets World Land Trust Apart

Today, the fight against climate change goes far beyond carbon offsetting. Science-Based Targets (SBTs), Nature-Based Solutions (NBS) and the UN's Sustainable Development Goals (SDGs) should all form part of a comprehensive sustainability

“On the ground, our partners restore degraded forests, plant new trees, and protect well-established primary forests —

strategy, ensuring a business meets its climate commitments while providing socioeconomic benefits and preserving biodiversity.

At WLT, we work only in highly biodiverse areas that are under threat from human activity,

where we can ensure endangered species are protected and local communities receive the support they need to develop sustainable livelihoods, pursue educational opportunities, and play a leading role in the conservation of their land.

On the ground, our partners restore degraded forests, plant new trees, and protect the well-established primary forests frequently referred to as “carbon sinks”. By working with WLT, you'll be empowering local communities while tackling climate change and biodiversity loss at the same time.

Every project in our Carbon Balanced portfolio is a REDD+ (Reducing Emissions from Deforestation and Forest Degradation Plus) project. REDD+ provides a framework for sustainable forest management



Why it Matters to Protect Mature Forest



Though individual trees come and go, mature forests have remained as intact ecosystems for countless years, absorbing huge volumes of carbon and locking it within not only the trees, but also the soils and waters that underpin these ancient habitats.

When these carbon sink forests are cut down, the long-sequestered carbon, no longer contained by natural processes, begins to seep into the atmosphere. As a result, deforestation accounts for 10-20% of all annual greenhouse gas emissions – contributing more than every car, boat and plane combined.

around the world and ensures all Carbon Balanced projects contribute to SBTs, NBS and SDGs.

Our versatile offerings make WLT a holistic provider of avoidance (forest protection) and regenerative (forest restoration) offsets, which prevent the release of stored carbon and actively remove carbon from the atmosphere respectively. This means investment in our projects will count towards every step of your sustainability journey – from carbon neutral to net zero to carbon positive/negative.

By working with WLT, you'll be joining an internationally respected conservation charity in the generation-defining battle against climate change. As a supporter of our Carbon Balanced programme, you'll mark yourself out as a pioneering and forward-thinking business taking conscious action for the betterment of the natural world.

“By working with WLT, you'll be joining an internationally respected conservation charity in the generation-defining battle against climate change”

A commitment to conservation will engage your existing employees and help you reach a new generation of consumers and potential hires who are more eco-conscious than ever. As the demand for climate action grows throughout society, individuals are increasingly looking to invest themselves in brands with an ethical ethos that matches their own.



At WLT, we recognise that reducing unavoidable emissions is the single most important step in the global effort to combat climate change.



Until forests are valued for their true worth – until new technologies and carbon-reduction strategies drive unavoidable emissions as close to zero as possible – carbon offsetting fulfils an important function by slowing the pace of climate change, while delivering other benefits as well.

With our Carbon Balanced programme, WLT offers what we believe is the most responsible, sustainable and effective choice for the global climate, for threatened habitats and wildlife, for local communities, and for your business.

Beginning Your Carbon Balanced Journey

Every business looking to address their impact on the global climate will follow the same three-step process: Measure, Reduce, Balance. WLT were the first to adopt this landmark approach to carbon offsetting, which is now the industry standard. Today this process has evolved to form the basis of Science-Based Targets (SBTs).

If your business already has one or more SBTs, you will have followed this process already. If you do not have an SBT, beginning the three-step process

will allow you to address the challenges you face as a business; define a strategy towards carbon neutral, net zero or carbon positive/negative; and set a target for emissions reduction.

SBTs help to solidify your environmental commitment and provide a more robust framework for your sustainability strategy, but they are not essential. Your business can still work towards making a positive climate impact without an SBT or choose to incorporate one at a later stage of your sustainability journey.



Measure

the emissions you are directly and indirectly responsible for to arrive at an accurate carbon footprint for your business.



To help you calculate your carbon footprint, WLT offers an auditing process for businesses of all sizes. If you go on to offset with us, this audit is completely free. We also accept audits from certified third-party auditors. Businesses can choose to offset all or part of their emissions with WLT.



Reduce

your emissions at the source as much as possible through efficiency measures, stakeholder engagement, renewable energy, and investments in business transformation.



As a small organisation, we regret that WLT do not have the capacity to provide bespoke advice on how to reduce your emissions. However, we recognise the critical importance of this step and are happy to provide you with a list of reputable organisations should you require assistance in making your business more sustainable.



Balance

your unavoidable residual emissions by protecting carbon-rich habitats and supporting sustainable development projects.



WLT offers cost-effective and reflectively priced carbon offsets in both self-certified and third party-certified Carbon Balanced projects. With WLT, you can balance your carbon footprint from as little as £5.70* per tCO₂e while maximising value to climate, conservation and communities.

*Price correct as of 2021 and based on offsetting 10,000 tonnes of carbon emissions through the WLT portfolio. Larger offsetting projects will result in a greater return on investment.

Transitioning Through Carbon Neutral

While achieving net zero emissions should be the ultimate goal for all businesses, carbon neutrality serves as an important transition phase on this journey. It also provides a more accessible pathway to positive environmental action for businesses that may have only just begun to address their impact on the global climate.

To become a carbon neutral business, your footprint only needs to include emissions classified as **Scope 1** and **Scope 2**. Including **Scope 3** emissions is encouraged but not mandatory.

Scope

1

Emissions from sources under your direct control, like fuel combustion from company vehicles.

Scope

2

Indirect emissions from the generation of purchased energy.

Scope

3

All other indirect emissions that occur in your business's supply chain.

© Roberto Pedraza Ruiz



After determining your carbon footprint, setting an internal emissions reduction target and enacting sustainability measures,

“As a Carbon Balanced supporter, you’ll be protecting biodiverse carbon sinks in parts of the world where deforestation is a constant threat

you can begin to offset your unavoidable residual emissions through investment in our Carbon Balanced projects.

As a Carbon Balanced supporter, you’ll be protecting biodiverse carbon sinks in parts of the world where deforestation is a constant threat. Purchasing avoidance offsets will prevent forests from being cleared for cattle pasture, commercial monoculture plantations, and extractive industries like mining and logging.

As REDD+ projects, our Carbon Balanced offerings also enhance forest carbon stocks through afforestation (creating forests where there were none before) and reforestation (restoring cleared or degraded forests).

© Bjornloesen.com/Viet Nature Conservation Centre



Looking For Extra Verification?

There are a number of carbon offsetting schemes which include verification by external auditors. Projects that follow these schemes produce verified offsets (credits), which can be more expensive due to the large amount of additional reporting and auditing required.

WLT’s self-certified projects are based on best practice schemes but without the external third-party verification. This allows for a greater proportion of funds to go directly to project implementation on the ground. By choosing our best practice offsets, you’ll save more land, save more species, and amplify your positive impact on the planet.

If your business does require these external verification standards, we can also offer verified credits in third-party projects. These will bring your carbon neutral claim in line with the PAS2060 Specification, the only internationally recognised standard for carbon neutrality which also verifies your carbon neutral status.



Flexibility

If you’re not quite ready to become fully carbon neutral, you can begin taking positive environmental action by offsetting part of your operational footprint. You can then state you’re working towards carbon neutrality, and therefore net zero also.

Another alternative is making a particular product or service carbon neutral. To do this, you’ll need to produce a Life Cycle Assessment (LCA) for the product/service, reduce the emissions associated with the life cycle as much as possible, and then offset the unavoidable emissions.

Achieving Net Zero

If we are to meet the Paris Agreement goal of limiting global temperature increase to 1.5°C above pre-industrial levels, society as a whole will need to reach net zero emissions by 2050. Even though the mid-century mark is decades away, we are far off track from achieving this goal, and time is running out fast.

If we are to have any hope of correcting our course, the latest research suggests global greenhouse gas emissions will need to drop by half by 2030, making the 2020s a truly pivotal decade in our battle against climate change.

“A net zero strategy constitutes a much more comprehensive response to your impact on the climate than a carbon neutral strategy”

The challenge that lies ahead is undoubtedly a daunting one, but businesses around the world can make a hugely important contribution by bringing their own emissions to net zero by 2030.

Responding to the climate crisis with requisite urgency is essential for the health of the planet and a prudent business decision also. Taking your first steps towards net zero will grant you a headstart on the regulations expected to come into force over the coming years.

A net zero strategy constitutes a much more comprehensive response to your impact on the climate than a carbon neutral strategy. Unlike carbon neutrality, achieving net zero requires a business to compensate for Scope 3 emissions – your value chain – as well as Scope 1 and 2 emissions.

Although you are only indirectly responsible for your value chain emissions, it is likely these constitute the majority of your total emissions. They are also the most difficult to obtain an accurate footprint for – precisely why accounting for them is so integral to addressing our environmental impact.



After a footprint has been calculated and emissions have been reduced, a company wishing to become net zero must set one of the following targets:

Net Zero Target (NZT): A date by which an organisation will bring their net emissions to zero through emission reduction and offsetting.

Science-Based Target (SBT): Ensures all business operations (including the value chain) are compatible with limiting global warming to 1.5°C in line with the Paris Climate Agreement goals. Businesses that set an SBT have the option of having it validated by the Science-Based Target Initiative, which demonstrates the credibility of your commitment but can be cost-prohibitive.

Businesses with an NZT are able to count avoidance offsets, which chiefly protect existing carbon

sinks, towards their net zero goal. However, if your business has one or more SBTs, your unavoidable emissions must be compensated for with regenerative offsets, which actively remove and sequester carbon from the atmosphere through afforestation and restoration activities.

All Carbon Balanced projects include such activities, which improve the land's carbon capture and storage capacity. WLT are able to offer specific regenerative offsets, separated from avoidance offsets, so that businesses with SBTs seeking net zero certification can make the most efficient offsetting choice for their needs.

Going Beyond with Carbon Positive/Negative

Bringing our emissions to net zero is essential if we are to slow the pace of climate change, but healing the damage already done to our planet will require moving beyond net zero – we must begin to remove additional carbon from our atmosphere.

This aspirational stage in the sustainability journey is often referred to as carbon

“It is possible to work towards this goal today by investing in afforestation and reforestation —

positive or carbon negative. The two terms are interchangeable – net negative carbon emissions will produce a net positive climate impact.

This is an ambitious goal that still lies many years in the future for most businesses, and the parameters of what carbon positive/negative really entails are still being defined – hence the lack of consensus on terminology.

It is possible to work towards this goal today by investing in afforestation and reforestation, but in truth, significant

progress in reversing the damage done to our climate cannot be made until reliable new carbon capture and removal technologies are developed. In the absence of a breakthrough, our commitment to carbon neutral and net zero strategies – slowing the rate of climate change as much as we can – takes on even greater importance.

After you’ve achieved your goal of becoming a net zero business, you can continue to demonstrate your environmental commitment by compensating for historical emissions while maintaining your net zero emissions strategy. Eventually, you will be able to take the significant step of compensating for the emissions produced over your entire organisational history. This can be done through either avoidance or regenerative offsets.

As with all stages of the sustainability journey, increasing your positive impact on the planet can be easily achieved thanks to the REDD+ outcomes from our Carbon Balanced projects. Whichever project you choose, you can ensure your investment is contributing to Science-Based Targets, Nature-Based Solutions and the UN’s Sustainable Development Goals.



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



Top image: Jaguar in Nangaritza. © Tropical Herping.com

Middle image: Tiger-leg Monkey Frog in Nangaritza. © Tropical Herping.com

Bottom image: Waterfall in Nangaritza. © NCE / Fabian Rodas

Project Profile: Ecuador

The Nangaritza Valley serves as a critical biological corridor between the Ecuadorian Andes and the Peruvian Amazon, providing a home for 600 bird species as well as Endangered mammals like the Spectacled Bear and Mountain Tapir. One of the most floristically diverse places in the world, an astonishing 40% of the 3,500 plant species here are endemic to the region.

While most other areas of Amazonian foothill forests to the north of the valley have been degraded or lost entirely, a network of protected areas holds fast in

“Nangaritza is one of the most floristically diverse places in the world —

Nangaritza thanks largely to our partner Naturaleza y Cultura Ecuador (NCE). In 2012, WLT joined forces with NCE to create the Maycú Reserve, saving 5,160 acres of habitat which would have otherwise been purchased by a silica mining firm.

Nangaritza still faces the ever-present threat of roads that bring illegal logging and mining operations into the valley.

Our 3,577-acre Carbon Balanced project in Maycú produces avoidance offsets through the ongoing management and protection of this biodiverse reserve against the extractive industries on its doorstep. The forests here are a significant carbon reservoir and planned expansions of the reserve will bring more carbon-rich habitat under official protection.

Maycú offers regenerative offsets as well, with NCE staff analysing and reporting upon the regeneration of existing forest carbon stocks. Old pasturelands are also being restored with a diverse mix of over 25 native tree species. NCE now have plans to allocate additional restoration sites and increase the number of offsets available.

Offsetting in Nangaritza also funds NCE's work with the Indigenous Shuar people. Thanks to the support of NCE, the Shuar now receive annual payments from the government in exchange for protecting and monitoring their ancestral lands. These Payments for Ecosystem Services (PES) form a key part of the UN's 15th Sustainable Development Goal, 'Life on Land'.

Project Profile: Guatemala

Guatemala loses an average of 180,000 acres of forest every year. This rapid rate of deforestation is driven by slash-and-burn agriculture, cattle ranching, and monoculture plantations, placing threatened and endemic species at risk of genetic isolation while destroying well-established carbon sinks.

“These ecosystems serve as carbon sinks and provide environmental services like clean drinking water, timber, and natural disaster risk reduction”

By purchasing avoidance credits in the REDD+ project ‘Caribbean Guatemala: The Conservation Coast’, you can prevent the forests here from suffering a similar fate. Managed by WLT partner FUNDAECO, the Conservation Coast protects more than 300,000 acres of tropical forests and wetlands, spanning the entire Caribbean coastline of Guatemala. These ecosystems serve as carbon sinks and provide environmental services like clean drinking water, timber, and natural disaster risk reduction for the people who live here.

As a supporter of this project, you’ll be preserving critical habitat for 30 species of high conservation value, including Jaguar, Baird’s Tapir and West Indian Manatee. Around 500 species of bird have been recorded in the project area, including more than 100 migratory species which either transit through or spend the winter here.

This project also delivers myriad community benefits. Improving access to healthcare and education for women and girls is a key focus, particularly among Indigenous groups. Using project funds, FUNDAECO are working to develop sustainable agroforestry systems, sustainable livelihoods for farmers and fishermen, and an ecotourism programme that will employ members of local communities.

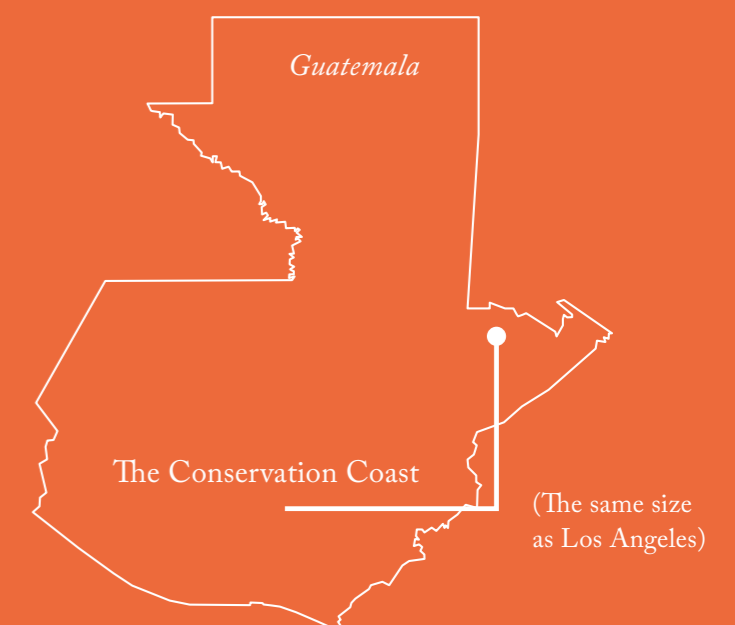
The Conservation Coast is certified to the combined Verified Carbon Standard (VCS) and Climate, Community and Biodiversity Standards (CCBS). Purchasing Verified Carbon Units (VCUs) in this project will provide third-party verification for your carbon neutral claim.

Businesses not seeking third-party verification for their carbon neutral claim, or pursuing net zero or carbon positive/negative strategies, can invest in any of our Carbon Balanced projects in addition to the Conservation Coast.



Your Impact in Caribbean Guatemala: The Conservation Coast

-  **Project area:** 317,401 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



Top image: Ecotourism site of Laguna Creek run by local women. © Bethan John

Middle image: Guatemalan Palm Viper. © Dan Bradbury / WLT

Bottom image: Northern Tamandua in Guatemala. © Katja Schulz

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



Top image: American Black Bear in Mexico. © Roberto Pedraza Ruiz

Middle image: Environmental education conducted by GESG in Mexico. © Phoebe Park

Bottom image: A Kinkajou rescued and released by GESG in Mexico.

© Roberto Pedraza Ruiz



Project Profile: Mexico

High in the mountains of the Sierra Madre Oriental, in the municipality of Xilitla, our partner Grupo Ecológico Sierra Gorda (GESG) oversees a Carbon Balanced project with community at its heart. The project area covers almost 7,500 acres of cloud and temperate forests, a mosaic of oak, fir, sweetgum, magnolia and Mexican Yew trees – habitat high in biodiversity value that provides a home for a great many species, including wildcats like Puma, Jaguar and Margay.

“The Carbon Balanced programme allows the residents of Xilitla to remain as stewards of their land”

A large proportion of this project area is reserved for *ejidos* – areas of communal land managed by a traditional system of land tenure. Through Carbon Balanced, WLT have established community-based forest management areas within the four *ejidos* currently owned by local residents.

In a region with few economic opportunities, the income these residents receive from the Carbon

Balanced programme allows them to remain as stewards of their land, instead of turning to unsustainable practices like cattle ranching. Improvements to community infrastructure and local livelihoods are also included as part of the project.

In exchange for the Carbon Balanced payments, the owners of these forests commit to monitoring their properties, preventing forest fires, and eliminating cattle grazing, logging, hunting, and poaching of animal and plant species. Careful management of the carbon stocks here helps to increase the carbon capture capacity of the forests, producing regenerative offsets.

These forests not only store high amounts of carbon, but by remaining standing, they also influence the high rainfall patterns that regulate the rivers and streams that are critical to life in the Huasteca Potosina region, which covers 20 nearby municipalities. The Xilitla project is located close to the Sierra Gorda Biosphere Reserve, where WLT work with GESG through our other programmes, including Action Fund and Keepers of the Wild.

Project Profile: Vietnam

WLT's largest self-certified Carbon Balanced project, Khe Nuoc Trong, is spread over 52,000 acres in the Annamite Mountain Range of North-Central Vietnam. A precious remnant of biodiverse tropical forest in a land blighted by deforestation, Khe Nuoc Trong provides a sanctuary for a rich array of threatened wildlife, including Critically Endangered species like the Sunda Pangolin, Red-shanked Douc Langur, and one of the world's rarest large mammals: the Saola, or "Asian unicorn".

“The new Nature Reserve status enshrines biodiversity protection as a key objective

In 2020, following years of hard work by our partner Viet Nature, Khe Nuoc Trong was finally upgraded to official Nature Reserve status – the highest level of government protection in Vietnam. This new status enshrines biodiversity protection as a key objective and confers additional legal safeguards for this carbon-rich habitat.

This Carbon Balanced project is being designed to meet the internationally recognised standards of the Climate,



Community and Biodiversity Alliance (CCBA). The third-party certification will give an independent assessment of net positive climate, social and biodiversity benefits. Through the natural regeneration of degraded areas and protection of existing carbon stocks, Khe Nuoc Trong produces both avoidance and regenerative offsets.

As part of the project, WLT are currently working with local communities to establish three cooperatives within the reserve's buffer zone, an initiative that will bring benefits to over 2,000 households in some 30 villages. Local authorities and conservation groups are also coming together with the people of Khe Nuoc Trong to report poaching, remove snares, and conduct forest patrols.

As a Watershed Protection Forest, Khe Nuoc Trong provides clean water to these communities and feeds downstream rice paddies – just one example of the gifts the forest provides. Viet Nature are now engaging with individuals who were once involved in illegal timber harvesting, showing them how sustainable management of their forest home – such as improving existing acacia plantations – can provide beneficial alternative livelihoods.



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



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

© nathan726 / Shutterstock

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

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



Speak to World Land Trust
to start planning for your
sustainable future today.



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