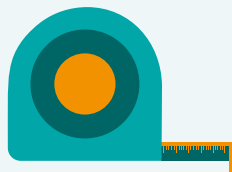


## WHAT IS CARBON BALANCED?

.....

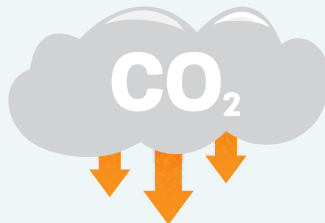
Our Carbon Balanced programme offers individuals, couples and families what is arguably the most effective way to fight climate change. By “offsetting” your unavoidable carbon emissions with us, you will fund the protection of forests that store harmful carbon dioxide (CO<sub>2</sub>), helping to create a safer future for your loved ones and those who will come after them.

## OUR 3-STEP PROCESS



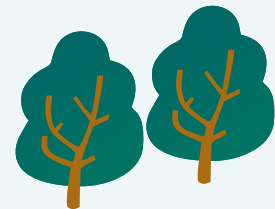
### Measure

your annual emissions by using our online [Carbon Calculator](#), which features estimated carbon footprint values for individuals, couples and families



### Reduce

your emissions at source by making use of the many online resources available – try following the great tips shown [here](#), [here](#) and [here](#)



### Offset

through us the unavoidable emissions that are left after that point, by protecting and restoring biodiverse and carbon-rich habitats under threat

## WHY SHOULD I CARBON BALANCE?

.....

The effects of the climate crisis are clear to see. The last six years (2015 – 2020) were the six warmest on record. If we are to avoid catastrophic climate change and the biodiversity loss that goes with it, scientists tell us we only have until 2030 to cut global emissions by 45%. A make-or-break decade lies ahead, and we need to act now. With WLT, you can be part of the solution.

## THE WLT APPROACH

### A LASTING IMPACT AGAINST CLIMATE CHANGE

.....

Climate change is a challenge we can and will defeat if we focus on the most effective solutions. Through Carbon Balanced, your offsetting will make the impact it needs to make for future generations.

Our programme focuses on what [scientists agree](#) is a priority strategy to mitigate global warming: the protection of existing, carbon-rich tropical forests.

When you offset your emissions through us, you allow our partners to save land and lock huge volumes of carbon within mature trees and the soil in which they grow.

Our partners will then sustainably manage the land you've saved, preserving it in perpetuity for both the people and the wildlife that depend upon it.

# WHAT CAN I OFFSET?



**ENERGY**  
GAS, COAL, OIL AND  
ELECTRICITY



**TRANSPORT**  
PUBLIC AND  
PRIVATE JOURNEYS



**FLIGHTS**  
ONE-WAY OR  
RETURN TRIPS

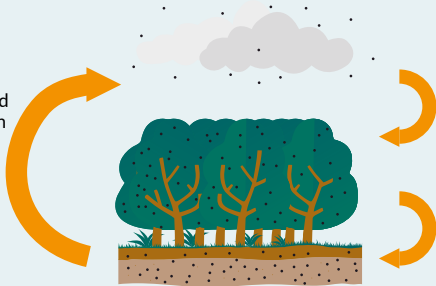
## THE CARBON CYCLE

### HEALTHY FOREST

Tropical forests, wetlands and mangroves are the planet's best "carbon sinks"

#### NATURAL RELEASE

Some carbon enters the atmosphere through respiration and decomposition



#### ABSORPTION

A similar amount is used for photosynthesis

#### STORAGE

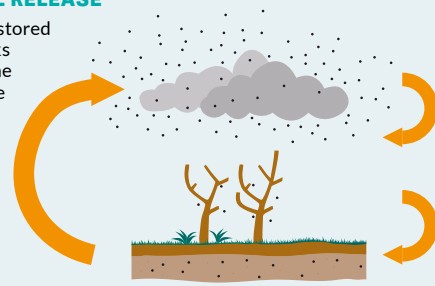
Over time, carbon becomes locked within the trees and the soil

### DEGRADED FOREST

The destruction of global forests has become a disaster for our climate

#### NATURAL RELEASE

Previously stored carbon leaks back into the atmosphere



#### ABSORPTION

Fewer trees means less carbon can be absorbed

#### STORAGE

The carbon storage capacity of a degraded forest is greatly reduced

**WHEN WE LOSE A MATURE FOREST, WE LOSE A CARBON SINK THAT WILL TAKE LIFETIMES TO RESTORE. THIS IS TIME WE DO NOT HAVE. TO AVOID CATASTROPHIC CLIMATE CHANGE, WE MUST PROTECT THE HEALTHY FOREST HABITATS THAT STILL STAND.**

**NO LONGER CONTAINED BY NATURAL PROCESSES, THE CARBON RELEASED AS A RESULT OF DEFORESTATION ACCOUNTS FOR 10-20% OF ALL ANNUAL CARBON EMISSIONS - CONTRIBUTING MORE THAN EVERY CAR, BOAT AND PLANE COMBINED.**

## OUR CARBON BALANCED PROJECTS

### FIGHTING CLIMATE CHANGE BY SAVING THE WILD PLACES THAT MATTER

Offsetting with WLT doesn't just benefit the climate - you'll also be safeguarding some of the most important habitats one could think of.

When you choose Carbon Balanced you help save biodiversity hotspots, packed with endangered species. And that's not all. As shown by the snapshot of our current Carbon Balanced projects, these are areas home to local communities you will be empowering through our partners.

### GET IN TOUCH!

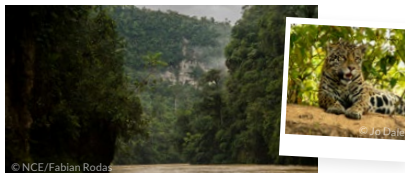
For more information please visit:  
[worldlandtrust.org/carbon-balanced](http://worldlandtrust.org/carbon-balanced) or  
contact [info@worldlandtrust.org](mailto:info@worldlandtrust.org)

### KHE NUOC TRONG VIETNAM



Partner: Viet Nature  
Species highlight: Red-shanked Douc  
Offsetting impact: 69 acres (the size of Moscow's Kremlin) for every 1,000 tonnes  
Community benefit: Sustainable forest management is supported by three cooperatives covering 30 villages

### NANGARITZA ECUADOR



### XILITLA MEXICO

Partner: Grupo Ecológico Sierra Gorda  
Species highlight: Puma  
Offsetting impact: 30 acres (the size of the US Pentagon) for every 1,000 tonnes  
Community benefit: Infrastructure, livelihood improvement projects and 7,500+ acres of community-based forest management areas

Partner: Naturaleza y Cultura Ecuador  
Species highlight: Jaguar  
Offsetting impact: 17 acres (the size of 10 football pitches) for every 1,000 tonnes  
Community benefit: The Indigenous Shuar people receive government income in return for protecting their ancestral land