

# Carbon Balanced Print & Paper

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



**CARBON  
BALANCED  
PRINT**

[www.carbonbalancedprint.com](http://www.carbonbalancedprint.com)



**CARBON  
BALANCED  
PAPER**

[www.carbonbalancedpaper.com](http://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 CO<sub>2</sub> 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](http://www.carbonbalancedpaper.com)



# What is Carbon Balanced Print?

**Printed by a certified Carbon Balanced Printer to include the manufacturing impacts of the printing, in addition to the impacts of the paper.**

A certified Carbon Balanced Printer is a business that has measured and balanced its unavoidable primary carbon emissions through World Land Trust's global Carbon Balanced projects.

Certified printers can exclusively use the Carbon Balanced Print or Packaging logos on their clients' work.

Certified printers are environmental leaders, embedding sustainability as a core pillar in their business and using the Carbon Balanced Print and Paper programme to take direct action to lower their own impacts, delivering measurable environmental action that benefits nature and biodiversity. Satisfying clients' increasing demands for real commitment.

To learn more and find a certified Carbon Balanced Printer, visit: [www.carbonbalancedpaper.com/carbon-balanced-printer](http://www.carbonbalancedpaper.com/carbon-balanced-printer)



# 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

# 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.<sup>1</sup> Tropical deforestation is responsible for approximately 20% of global CO<sub>2</sub> emissions, more than cars, boats and planes and reduces the natural world's capacity to absorb atmospheric CO<sub>2</sub>.

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



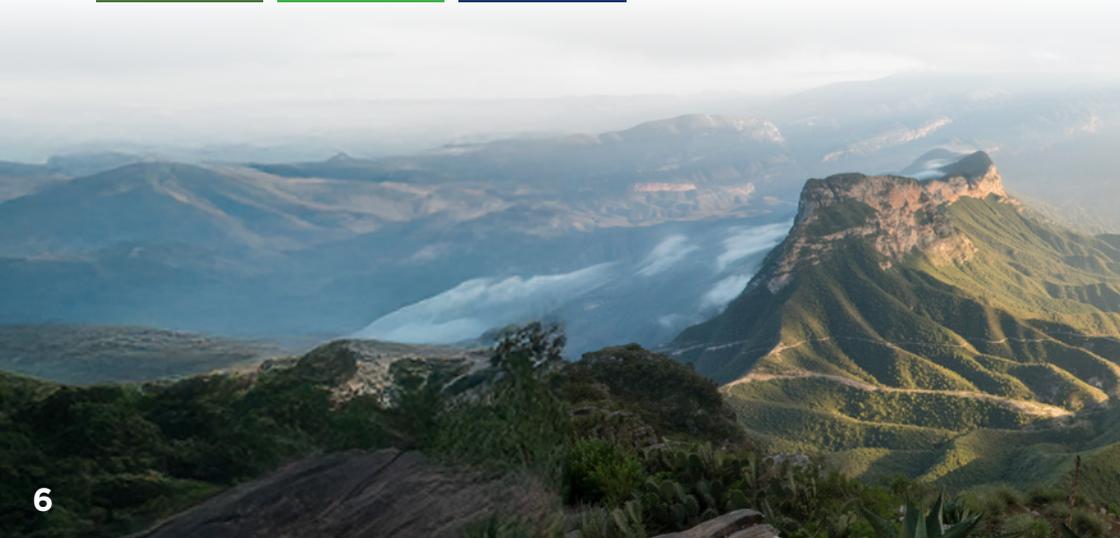
These are just some of the threatened species protected by WLT's Carbon Balanced projects

# Why is this important?

**Taking positive action now with Carbon Balanced Print & 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 Print & Paper is a simple choice that will reduce the carbon impact of your printed marketing communications, and paper-based packaging, quantifying the amount of CO<sub>2</sub> balanced and directly protecting critically threatened land and habitats.

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



# Benefits for your organisation

Users of Carbon Balanced Print and Paper can use the appropriate World Land Trust Carbon Balanced logo proudly on your marketing communciations, to demonstrate and communicate your commitment to reducing your carbon impact.



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Note: The Carbon Balanced Print logo can only be used by a certified Carbon Balanced Printer

You can also receive a certificate that shows the amount of CO<sub>2</sub> balanced and that critically threatened habitats have been 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 CO<sub>2</sub> 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.