

Carbon Capture[®] Programme





What is Carbon Capture[®]?

- A method of mitigating CO₂ emissions and provides a reduced carbon solution for organisations
- A unique market leading, high impact, low cost environmental programme with tangible benefits
- Creates native woodland in the UK and provides habitats for wildlife and green spaces for all to enjoy
- A demonstration of an organisations values and responsible approach to the environment



How Does it Work?

We are offering customers and their clients the opportunity to capture the CO₂ emissions from their paper/print purchases by planting native woodland, right here in the UK, through the Woodland Trust and the Woodland Carbon scheme.

- We have elected to Carbon Capture all our paper purchases via our paper supplier
- The average amount of CO₂ emitted from the manufacture and distribution of a tonne of paper has been calculated
- The Calculation has been verified by the Woodland Trust using Carbon Trust and DEFRA figures
- The Woodland Carbon logo may be used in conjunction with your print job to demonstrate your commitment to the environment
- 100% of the Carbon Capture charges are paid directly to the Woodland Trust and new woodland is planted at their accredited sites across the UK



Carbon Reporting

- The pressure on organisations to demonstrate good emission management and sustainability initiatives is growing
- The UK Government Climate Change Act requiring that greenhouse gas emissions reduce by 80% by 2050 (against 1990 levels)
- Quoted companies on the London Stock Exchange were required to report their annual greenhouse gas (GHG) emissions
- Many large organisations, Government departments, local authorities, universities, colleges and schools are already committing to carbon reduction initiatives and are benefiting from demonstrating their environmental values to their stakeholders
- Businesses are increasingly expected to report their green credentials, from annual reports, to sales tenders and external communications
- The CO₂ captured can be used and stated in company reports under guidelines for voluntary schemes. Carbon Capture can be considered as a charitable sponsorship and can be deducted from business profits before tax



Woodland Carbon & Woodland Trust

- Woodland is the second largest sink of CO₂ after the oceans
- The CO₂ is captured by the planting of trees in new native woodland here in the UK, through the Woodland Trust's Government backed Woodland Carbon Scheme
- The scheme operates under the HM Government's 2011 Woodland Carbon Code www.woodlandcarbon.co.uk
- 100% of the Carbon Capture charge goes directly to the Woodland Trust to plant native woodland in the UK
- The Woodland Trust is the leading UK woodland conservation charity (Charity no. 294344 /SC038885)
- Woodland Trust's aim is to protect and develop natural woodland throughout the UK thereby protecting our natural heritage
- The Trust owns and manages over 1,000 free-to-visit woodland sites across the UK
- The UK has just 13% woodland cover compared to the European average of 37%



Benefits for your Organisation

Environmental issues are becoming more and more important to organisations of all sizes and a carbon reduction strategy often provides a commercial advantage including:

- Providing a reduced carbon solution for you and your business
- A tangible demonstration of your company's responsible approach to the environment
- Use of the Woodland Carbon logo to enhance your brand
- Invitation to join us on Tree Planting days





Tree Planting Days

- A chance to take part in a tree planting event at one of the Woodland Trust's sites
- A fulfilling, hands on experience creating and/or maintaining native woodland
- Photographs, video content and a press release are provided to all participants for marketing and communication use
- Occasionally joined by environmental experts including TV's Julia Bradbury



What we've achieved

- 66,712 tonnes of CO₂ captured – that's as heavy as around 13,500 elephants!
- Over £1.1 million raised for the Woodland Trust to date
- Over 266,000 trees planted (166.78 hectares) so far - that's enough to stretch over 142 miles – roughly the distance from London to Sheffield if planted in a straight line

