

## INFORMATION SHEET

# CARBON BALANCED PAPER – KEY QUESTIONS ANSWERED

### Carbon Balanced Paper

Carbon Balanced Paper is an initiative from the Howard Smith Paper Group (HSPG).

Carbon Balanced Paper provides the total solution, with high credibility and integrity, for customers and their clients to reduce their carbon impacts in paper based communications.

This additional information sheet provides more detailed information on two important and commonly asked questions surrounding this initiative:

- How are the carbon impacts of the paper products estimated?
- How is carbon balanced by the World Land Trust?

### What is Carbon Balanced Paper?

Carbon Balanced put simply is where the carbon impacts of that product or service has been estimated and an equivalent amount of carbon dioxide is either prevented from being released or is absorbed from the atmosphere.

Carbon Balancing is facilitated by the World Land Trust (WLT), an ecological charity, which ensures HSPG customers and their clients peace of mind in the credibility and integrity of how carbon impacts are balanced (offset).

### How are the carbon impacts of our paper products estimated?

The impacts of Carbon Balanced Papers have been estimated through a calculator commissioned by HSPG with the respected leading carbon consultant, the Edinburgh Centre of Carbon Management (ECCM). This provides users with the integrity and confidence of 3<sup>rd</sup> party verification, in the methodology and consistency in the boundaries of how the carbon impacts of our products have been estimated.

The impacts for Carbon Balanced Paper are estimation from cradle to printer's gate (the point where the printer takes receipt of the paper). The key boundaries, or scope, of the assessment include:

- Combustion of fossil fuels during paper & pulp manufacture
- Purchased electricity related to pulp and paper manufacture
- Embodied emissions of material within pulp manufacture, including chemicals associated with bleaching
- Embodied emissions of pigments, fillers and binders
- Transport impacts from paper mill to HSPG warehouse
- HSPG operational impacts, including final delivery miles (HSPG to printer gate)

Currently there is no international standard in how carbon impacts of a product, or service, are measured. This calculator, developed by ECCM, is aligned towards the current UK public available statement, PAS2050, to encompass all key impacts where they can be identified. Where key information is not available, the calculator applies generic average industry information based on the large number of full Life Cycle Analysis (LCA) ECCM have conducted with paper manufacturers.

The carbon emissions calculation method used by ECCM for this tool conforms to the principles and guidelines of the World Business Council for Sustainable Development and the World Resources Institute

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Greenhouse Gas Protocol (WBCSD/WRI Protocol), ISO 14064-3 and CEPI's Carbon Footprint Framework. All emissions factors used are the most up to date available from referenced sources including: Defra; WBCSD/WRI; Intergovernmental Panel on Climate Change (IPCC); the International Energy Agency (IEA) and the Swiss Centre for Life Cycle Inventories (SCLCI).

**How is carbon balanced by the World Land Trust?**

Carbon Balancing is a form of carbon offsetting in which you can have total confidence.

Our partner is the World Land Trust, an international conservation charity dedicated to saving threatened habitats and their biodiversity. Sir David Attenborough OM, CH, FRS is among its Patrons, and its integrity and credibility provide customers using Carbon Balanced Paper with complete peace of mind.

The World Land Trust is, first and foremost, a conservation organization set up to protect threatened natural habitats together with associated wildlife. Working hand-in-hand with its overseas partner organisations, the Trust has saved over 400,000 acres of habitat throughout the world for incorporation into permanent nature reserves. All Carbon Balanced projects offset carbon dioxide emissions by restoring forest and/or preventing the clearance of areas at risk of deforestation. In so doing, carbon is retained in the existing vegetation, rather than released through burning or decay, while atmospheric carbon dioxide is stored within growing plant material. These actions also protect and enhance existing natural habitats, thereby promoting the Trust's wildlife conservation objectives.

World Land Trust Carbon Balanced project design follows the principles of the internationally recognised Climate, Community and Biodiversity Alliance (CCBA) standard for voluntary carbon offsetting (more information on the CCBA standard can be found at <http://www.climate-standards.org>). In adhering to this standard, WLT implements measures to ensure that its projects address key carbon accounting criteria such as Additionality, Leakage, Permanence and robust monitoring, while providing additional biodiversity and local community benefits.

The main technique used by WLT in Carbon Balancing – avoided deforestation, or REDD (Reduced Emissions from Deforestation and forest Degradation) – has been recognised as one of the swiftest and most cost-effective ways to arrest the rise in atmospheric CO<sub>2</sub> and global warming effects. It is a key component in international efforts to address climate change and is strongly supported by the UN and most national governments, including that of the United Kingdom.

For more details visit the World Land Trust's Carbon Balanced website [www.carbonbalanced.org](http://www.carbonbalanced.org) and specifically the page Science, which has detailed questions and answers.

**Footnotes on:****The World Land Trust**

The World Land Trust is an international conservation charity (Reg. No. 1001291), based in Halesworth, Suffolk, UK. The website is [www.worldlandtrust.org](http://www.worldlandtrust.org)

Since its foundation in 1989 as the World Wide Land Conservation Trust, the World Land Trust has been working to preserve the world's most biologically important and threatened lands, and has helped purchase and protects over 400,000 acres of habitats rich in wildlife in Asia, Central and South America and the UK.

More details on the World Land Trust Carbon Balanced programme are on [www.carbonbalanced.org](http://www.carbonbalanced.org)