

Carbon Balanced Paper

An easy and natural way
to balance residual emissions
of your printed media,
marketing communications
and fiber-based packaging.



**CARBON
BALANCED
PAPER**

carbonbalancedpaperna.com



WCP SOLUTIONS
PAPER / PACKAGING / JANSSEN / EQUIPMENT

What is Carbon Balanced Paper?

The Carbon Balanced Paper program is an easy way to mitigate the carbon impacts of the paper used in your printed media, marketing communications and fiber-based packaging, where the average carbon emissions of the paper are balanced through natural conservation programs.

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 CO₂ 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.carbonbalancedpaperna.com



Carbon Balanced Paper from WCP Solutions

As a Paper Supplier Partner of the Carbon Balanced Paper program, we can offer our customers the ability to Carbon Balance any paper and paper-based packaging product and issue unique Carbon Balanced Paper logos and certificates.

At the heart of our culture is exceptional customer service with a strong desire to develop long-lasting partnerships with both our customers and suppliers. It's our goal to be the first call for our customers and the wholesale partner they trust to do what's right for them by providing innovative products, services, solutions for their businesses.



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.



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

WLT's patrons include Sir David Attenborough and Dr Gerard Bertrand, WLT's Honorary President and ex-science advisor in the Executive Offices of Presidents Nixon, Ford and Carter.



WLT's patrons: Sir David Attenborough and Dr Gerard Bertrand



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 10x greater than the State of California.¹ Tropical deforestation is responsible for approximately 20% of global CO₂ emissions, more than cars, boats and planes and reduces the natural world's capacity to absorb atmospheric CO₂.

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 program 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 Choose Carbon Balanced Paper?

The wide-ranging environmental benefits of Carbon Balanced Paper are what make this solution truly unique.

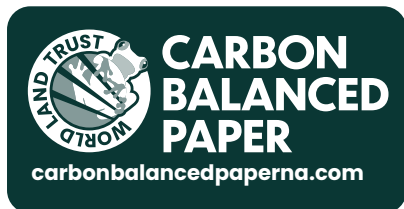
By tackling carbon, reducing deforestation and protecting threatened species, businesses choosing Carbon Balanced Paper can meet the needs of their customers, their own Environmental, Social, and Corporate Governance commitments, and the planet.

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



Demonstrating Your Commitment

You will be issued with a unique World Land Trust Carbon Balanced Paper logo that you can proudly include on your print to demonstrate and communicate your commitment to reduce your carbon impact.



You will also receive a certificate that shows the amount of CO₂ balanced and the area of critically threatened habitat you have protected as a direct result of your positive action.

This provides another level of engagement, positive marketing, and sales opportunities. It is a powerful way of quickly reducing company impacts and meeting essential carbon reduction goals.



Together we can take action and deliver a positive future. Make the change... get involved.

600,000
metric tons

of CO₂ have been
Carbon Balanced
through the
Print and Paper
Program.*

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



**CARBON
BALANCED
PAPER**

carbonbalancedpaperna.com



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Carbon Balanced Paper North America is delivered by Sustainable Paper Group Inc.